



# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **HOUSE CLEANING**

The average display ad at the **HOUSE CLEANING** heading generates **81** calls annually



The average display ad at the **HOUSE CLEANING** heading generates **29** annual sales

The average display ad at the **HOUSE CLEANING** heading generates **\$19,972** in annual sales revenue



The Return on Investment for the average sale at the **HOUSE CLEANING** heading is **\$13.00** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **HOUSE CLEANING** heading, the advertiser needs to receive **14** calls annually.

