

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

INSURANCE

The average display ad at the **INSURANCE** heading generates **219** calls annually



The average display ad at the INSURANCE heading generates 81 annual sales

The average display ad at the **INSURANCE** heading generates \$96,073 in annual sales revenue





The Return on Investment for the average sale at the INSURANCE heading is \$29.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the INSURANCE heading, the advertiser needs to receive 39 calls annually.



STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES