



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

## **INTERNET SERVICES**

The average display ad at the **INTERNET SERVICES** heading generates 260 calls annually



The average display ad at the **INTERNET SERVICES** heading generates 105 annual sales

The average display ad at the **INTERNET SERVICES** heading generates \$54,961 in annual sales revenue



The Return on Investment for the average sale at the **INTERNET SERVICES** heading is \$38.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **INTERNET SERVICES** heading, the advertiser needs to receive 15 calls annually.

