



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

JEWELERS

The average display ad at the **JEWELERS** heading generates 152 calls annually



The average display ad at the **JEWELERS** heading generates 63 annual sales

The average display ad at the **JEWELERS** heading generates \$56,699 in annual sales revenue



The Return on Investment for the average sale at the **JEWELERS** heading is \$38.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **JEWELERS** heading, the advertiser needs to receive 8 calls annually.

