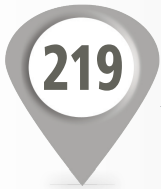




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **KENNELS**

The average display ad at the **KENNELS** heading generates 247 calls annually



The average display ad at the **KENNELS** heading generates 219 annual sales

The average display ad at the **KENNELS** heading generates \$39,786 in annual sales revenue



The Return on Investment for the average sale at the **KENNELS** heading is \$16.00 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **KENNELS** heading, the advertiser needs to receive 48 calls annually.

