

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



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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.



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