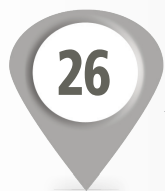
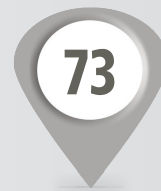




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **KITCHEN CABINETS & EQUIPMENT- HOUSEHOLD**

The average display ad at the **KITCHEN CABINETS & EQUIPMENT-  
HOUSEHOLD** heading generates 73 calls annually



The average display ad at the **KITCHEN CABINETS & EQUIPMENT-  
HOUSEHOLD** heading generates 26 annual sales

The average display ad at the **KITCHEN CABINETS & EQUIPMENT- HOUSEHOLD**  
heading generates \$128,290 in annual sales revenue



The Return on Investment for the average sale at the **KITCHEN CABINETS &  
EQUIPMENT- HOUSEHOLD** heading is \$71.80 for every \$1 invested in Yellow Pages

In order to break even on an ad placed at the **KITCHEN CABINETS &  
EQUIPMENT- HOUSEHOLD** heading, the advertiser needs to receive 2 calls

