



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

LANDSCAPE CONTRACTORS

The average display ad at the **LANDSCAPE CONTRACTORS** heading generates 114 calls annually



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

The average display ad at the **LANDSCAPE CONTRACTORS** heading generates \$147,939 in annual sales revenue



The Return on Investment for the average sale at the **LANDSCAPE CONTRACTORS** heading is \$66.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **LANDSCAPE CONTRACTORS** heading, the advertiser needs to receive 7 calls annually.

