



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

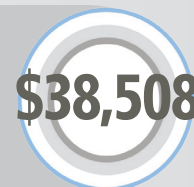
LAWN & GARDEN MAINTENANCE

The average display ad at the **LAWN & GARDEN MAINTENANCE** heading generates **119** calls annually



The average display ad at the **LAWN & GARDEN MAINTENANCE** heading generates **51** annual sales

The average display ad at the **LAWN & GARDEN MAINTENANCE** heading generates **\$38,508** in annual sales revenue



The Return on Investment for the average sale at the **LAWN & GARDEN MAINTENANCE** heading is **\$21.60** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **LAWN & GARDEN MAINTENANCE** heading, the advertiser needs to receive **9** calls annually.

