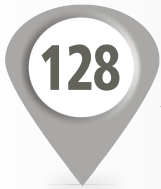




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **LOANS**

The average display ad at the **LOANS** heading generates 431 calls annually



The average display ad at the **LOANS** heading generates 128 annual sales

The average display ad at the **LOANS** heading generates \$112,751 in annual sales revenue



The Return on Investment for the average sale at the **LOANS** heading is \$46.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **LOANS** heading, the advertiser needs to receive 22 calls annually.

