



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

LOCKS & LOCKSMITHS

The average display ad at the **LOCKS & LOCKSMITHS** heading generates 352 calls annually



The average display ad at the **LOCKS & LOCKSMITHS** heading generates 184 annual sales



The average display ad at the **LOCKS & LOCKSMITHS** heading generates \$21,079 in annual sales revenue



The Return on Investment for the average sale at the **LOCKS & LOCKSMITHS** heading is \$6.00 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **LOCKS & LOCKSMITHS** heading, the advertiser needs to receive 203 calls annually.

