



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

MATTRESS DEALERS

The average display ad at the **MATTRESS DEALERS** heading generates 205 calls annually



The average display ad at the **MATTRESS DEALERS** heading generates 131 annual sales

The average display ad at the **MATTRESS DEALERS** heading generates \$94,755 in annual sales revenue



The Return on Investment for the average sale at the **MATTRESS DEALERS** heading is \$44.10 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **MATTRESS DEALERS** heading, the advertiser needs to receive 9 calls annually.

