



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

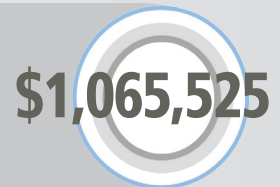
MOTORCYCLES & MOTOR SCOOTERS- DEALERS

The average display ad at the **MOTORCYCLES & MOTOR SCOOTERS- DEALERS** heading generates 255 calls annually



The average display ad at the **MOTORCYCLES & MOTOR SCOOTERS- DEALERS** heading generates 145 annual sales

The average display ad at the **MOTORCYCLES & MOTOR SCOOTERS- DEALERS** heading generates \$1,065,525 in annual sales revenue



The Return on Investment for the average sale at the **MOTORCYCLES & MOTOR SCOOTERS- DEALERS** heading is \$708.40 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **MOTORCYCLES & MOTOR SCOOTERS- DEALERS** heading, the advertiser needs to receive 3 calls

