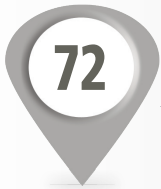




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

MOVERS & FULL SERVICE STORAGE

The average display ad at the **MOVERS & FULL SERVICE STORAGE** heading generates **181** calls annually



The average display ad at the **MOVERS & FULL SERVICE STORAGE** heading generates **72** annual sales

The average display ad at the **MOVERS & FULL SERVICE STORAGE** heading generates **\$237,890** in annual sales revenue



The Return on Investment for the average sale at the **MOVERS & FULL SERVICE STORAGE** heading is **\$62.70** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **MOVERS & FULL SERVICE STORAGE** heading, the advertiser needs to receive **5** calls annually.

