



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

NURSING HOMES

The average display ad at the **NURSING HOMES** heading generates 266 calls annually



266

67

The average display ad at the **NURSING HOMES** heading generates 67 annual sales

The average display ad at the **NURSING HOMES** heading generates \$1,385,293 in annual sales revenue

\$1,385,293

\$562.50
\$1

The Return on Investment for the average sale at the **NURSING HOMES** heading is \$562.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **NURSING HOMES** heading, the advertiser needs to receive 2 calls annually.

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