



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

OPTICAL GOODS

The average display ad at the **OPTICAL GOODS** heading generates 344 calls annually



The average display ad at the **OPTICAL GOODS** heading generates 202 annual sales

The average display ad at the **OPTICAL GOODS** heading generates \$54,675 in annual sales revenue



The Return on Investment for the average sale at the **OPTICAL GOODS** heading is \$24.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **OPTICAL GOODS** heading, the advertiser needs to receive 46 calls annually.

