



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

OPTOMETRISTS

The average display ad at the **OPTOMETRISTS** heading generates 303 calls annually



The average display ad at the **OPTOMETRISTS** heading generates 145 annual sales

The average display ad at the **OPTOMETRISTS** heading generates \$39,398 in annual sales revenue



The Return on Investment for the average sale at the **OPTOMETRISTS** heading is \$14.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **OPTOMETRISTS** heading, the advertiser needs to receive 62 calls annually.

