



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

## ***PAINTING CONTRACTORS***

The average display ad at the **PAINTING CONTRACTORS** heading generates 60 calls annually



The average display ad at the **PAINTING CONTRACTORS** heading generates 25 annual sales

The average display ad at the **PAINTING CONTRACTORS** heading generates \$39,906 in annual sales revenue



The Return on Investment for the average sale at the **PAINTING CONTRACTORS** heading is \$27.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PAINTING CONTRACTORS** heading, the advertiser needs to receive 10 calls annually.

