



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

PAVING CONTRACTORS

The average display ad at the **PAVING CONTRACTORS** heading generates 94 calls annually



The average display ad at the **PAVING CONTRACTORS** heading generates 71 annual sales

The average display ad at the **PAVING CONTRACTORS** heading generates \$191,534 in annual sales revenue



The Return on Investment for the average sale at the **PAVING CONTRACTORS** heading is \$109.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PAVING CONTRACTORS** heading, the advertiser needs to receive 3 calls annually.

