



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

## **PAWNBROKERS**

The average display ad at the **PAWNBROKERS** heading generates 642 calls annually



The average display ad at the **PAWNBROKERS** heading generates 241 annual sales

The average display ad at the **PAWNBROKERS** heading generates \$66,678 in annual sales revenue



The Return on Investment for the average sale at the **PAWNBROKERS** heading is \$28.90 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PAWNBROKERS** heading, the advertiser needs to receive 51 calls annually.

