



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

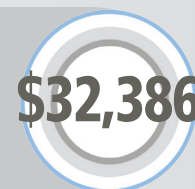
## **PEST CONTROL SERVICES**

The average display ad at the **PEST CONTROL SERVICES** heading generates 155 calls annually



The average display ad at the **PEST CONTROL SERVICES** heading generates 82 annual sales

The average display ad at the **PEST CONTROL SERVICES** heading generates \$32,386 in annual sales revenue



The Return on Investment for the average sale at the **PEST CONTROL SERVICES** heading is \$9.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PEST CONTROL SERVICES** heading, the advertiser needs to receive 28 calls annually.

