



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

PET SHOPS

The average display ad at the **PET SHOPS** heading generates 245 calls annually



The average display ad at the **PET SHOPS** heading generates 132 annual sales

The average display ad at the **PET SHOPS** heading generates \$11,251 in annual sales revenue



The Return on Investment for the average sale at the **PET SHOPS** heading is \$9.10 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PET SHOPS** heading, the advertiser needs to receive 67 calls annually.

