



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

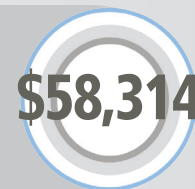
PHARMACIES

The average display ad at the **PHARMACIES** heading generates 418 calls annually



The average display ad at the **PHARMACIES** heading generates 223 annual sales

The average display ad at the **PHARMACIES** heading generates \$58,314 in annual sales revenue



The Return on Investment for the average sale at the **PHARMACIES** heading is \$30.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PHARMACIES** heading, the advertiser needs to receive 34 calls annually.

