

## Why YELLOW PAGES Are Essential To Your Marketing Strategy

**PHARMACIES** 

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



223

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.



STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES