



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

PHYSICIANS & SURGEONS

The average display ad at the **PHYSICIANS & SURGEONS** heading generates 284 calls annually



The average display ad at the **PHYSICIANS & SURGEONS** heading generates 121 annual sales

The average display ad at the **PHYSICIANS & SURGEONS** heading generates \$150,130 in annual sales revenue



The Return on Investment for the average sale at the **PHYSICIANS & SURGEONS** heading is \$54.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PHYSICIANS & SURGEONS** heading, the advertiser needs to receive 18 calls annually.

