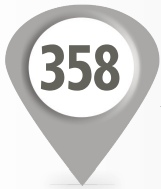




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

PIZZA

The average display ad at the **PIZZA** heading generates 655 calls annually



The average display ad at the **PIZZA** heading generates 358 annual sales

The average display ad at the **PIZZA** heading generates \$38,525 in annual sales revenue



The Return on Investment for the average sale at the **PIZZA** heading is \$23.40 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PIZZA** heading, the advertiser needs to receive 45 calls annually.

