



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

PLUMBING CONTRACTORS

The average display ad at the **PLUMBING CONTRACTORS** heading generates 203 calls annually



The average display ad at the **PLUMBING CONTRACTORS** heading generates 116 annual sales

The average display ad at the **PLUMBING CONTRACTORS** heading generates \$79,093 in annual sales revenue



The Return on Investment for the average sale at the **PLUMBING CONTRACTORS** heading is \$17.10 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PLUMBING CONTRACTORS** heading, the advertiser needs to receive 23 calls annually.

