



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

PODIATRISTS

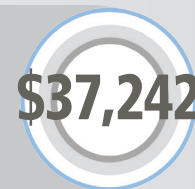
The average display ad at the **PODIATRISTS** heading generates 188 calls annually



The average display ad at the **PODIATRISTS** heading generates 165 annual sales



The average display ad at the **PODIATRISTS** heading generates \$37,242 in annual sales revenue



The Return on Investment for the average sale at the **PODIATRISTS** heading is \$13.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **PODIATRISTS** heading, the advertiser needs to receive 44 calls annually.

