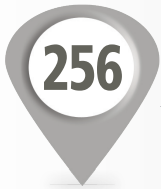




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy **RENTAL SERVICE STORES & YARDS**

The average display ad at the **RENTAL SERVICE STORES & YARDS** heading generates **511** calls annually



The average display ad at the **RENTAL SERVICE STORES & YARDS** heading generates **256** annual sales



The average display ad at the **RENTAL SERVICE STORES & YARDS** heading generates **\$85,039** in annual sales revenue



The Return on Investment for the average sale at the **RENTAL SERVICE STORES & YARDS** heading is **\$33.30** for every **\$1** invested in Yellow Pages display advertising

In order to break even on an ad placed at the **RENTAL SERVICE STORES & YARDS** heading, the advertiser needs to receive **26** calls annually.

