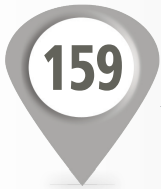




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

RESTAURANTS

The average display ad at the **RESTAURANTS** heading generates 271 calls annually



The average display ad at the **RESTAURANTS** heading generates 159 annual sales

The average display ad at the **RESTAURANTS** heading generates \$8,734 in annual sales revenue



The Return on Investment for the average sale at the **RESTAURANTS** heading is \$6.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **RESTAURANTS** heading, the advertiser needs to receive 60 calls annually.

