



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

ROOFING CONTRACTORS

The average display ad at the **ROOFING CONTRACTORS** heading generates 120 calls annually



The average display ad at the **ROOFING CONTRACTORS** heading generates 43 annual sales

The average display ad at the **ROOFING CONTRACTORS** heading generates \$162,075 in annual sales revenue



The Return on Investment for the average sale at the **ROOFING CONTRACTORS** heading is \$45.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **ROOFING CONTRACTORS** heading, the advertiser needs to receive 5 calls annually.

