



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

## **SATELLITE EQUIPMENT & SYSTEMS**

The average display ad at the **SATELLITE EQUIPMENT & SYSTEMS** heading generates 223 calls annually



The average display ad at the **SATELLITE EQUIPMENT & SYSTEMS** heading generates 140 annual sales

The average display ad at the **SATELLITE EQUIPMENT & SYSTEMS** heading generates \$81,745 in annual sales revenue



The Return on Investment for the average sale at the **SATELLITE EQUIPMENT & SYSTEMS** heading is \$35.10 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **SATELLITE EQUIPMENT & SYSTEMS** heading, the advertiser needs to receive 9 calls annually.

