



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

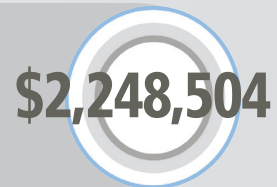
SCHOOLS- ACADEMIC, UNIVERSITIES, COLLEGES

The average display ad at the **SCHOOLS- ACADEMIC, UNIVERSITIES, COLLEGES** heading generates 320 calls annually



The average display ad at the **SCHOOLS- ACADEMIC, UNIVERSITIES, COLLEGES** heading generates 91 annual sales

The average display ad at the **SCHOOLS- ACADEMIC, UNIVERSITIES, COLLEGES** heading generates \$2,248,504 in annual sales revenue



The Return on Investment for the average sale at the **SCHOOLS- ACADEMIC, UNIVERSITIES, COLLEGES** heading is \$755.50 for every \$1 invested in Yellow Pages

In order to break even on an ad placed at the **SCHOOLS- ACADEMIC, UNIVERSITIES, COLLEGES** heading, the advertiser needs to receive 1 call

