

## 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



320



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

STUDY COMMISSIONED BY THE ASSOCIATION OF DIRECTORY PUBLISHERS AND ANALYSIS PREPARED BY CRM ASSOCIATES