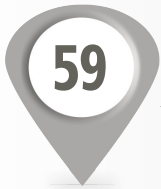




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy **SCHOOLS- BUSINESS & VOCATIONAL**

The average display ad at the **SCHOOLS- BUSINESS & VOCATIONAL** heading generates **87** calls annually



The average display ad at the **SCHOOLS- BUSINESS & VOCATIONAL** heading generates **59** annual sales

The average display ad at the **SCHOOLS- BUSINESS & VOCATIONAL** heading generates \$263,801 in annual sales revenue



The Return on Investment for the average sale at the **SCHOOLS- BUSINESS & VOCATIONAL** heading is \$159.30 for every \$1 invested in Yellow Pages display

In order to break even on an ad placed at the **SCHOOLS- BUSINESS & VOCATIONAL** heading, the advertiser needs to receive **1** call annually.

