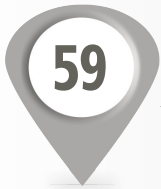




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS**

The average display ad at the **SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS** heading generates 122 calls annually



The average display ad at the **SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS** heading generates 59 annual sales

The average display ad at the **SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS** heading generates \$59,368 in annual sales revenue



The Return on Investment for the average sale at the **SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS** heading is \$38.20 for every \$1 invested in Yellow Pages

In order to break even on an ad placed at the **SEPTIC TANKS & SYSTEMS- CONTRACTORS & DEALERS** heading, the advertiser needs to receive 13 calls annually.

