



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

SIDING CONTRACTORS

The average display ad at the **SIDING CONTRACTORS** heading generates 70 calls annually



The average display ad at the **SIDING CONTRACTORS** heading generates 51 annual sales

The average display ad at the **SIDING CONTRACTORS** heading generates \$239,671 in annual sales revenue



The Return on Investment for the average sale at the **SIDING CONTRACTORS** heading is \$109.10 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **SIDING CONTRACTORS** heading, the advertiser needs to receive 1 call annually.

