



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

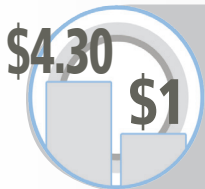
SIGNS

The average display ad at the **SIGNS** heading generates 113 calls annually



The average display ad at the **SIGNS** heading generates 54 annual sales

The average display ad at the **SIGNS** heading generates \$9,432 in annual sales revenue



The Return on Investment for the average sale at the **SIGNS** heading is \$4.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **SIGNS** heading, the advertiser needs to receive 81 calls annually.

