



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

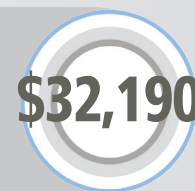
## **STORAGE- HOUSEHOLD & COMMERCIAL**

The average display ad at the **STORAGE- HOUSEHOLD & COMMERCIAL** heading generates **169** calls annually



The average display ad at the **STORAGE- HOUSEHOLD & COMMERCIAL** heading generates **58** annual sales

The average display ad at the **STORAGE- HOUSEHOLD & COMMERCIAL** heading generates **\$32,190** in annual sales revenue



The Return on Investment for the average sale at the **STORAGE- HOUSEHOLD & COMMERCIAL** heading is **\$9.80** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **STORAGE- HOUSEHOLD & COMMERCIAL** heading, the advertiser needs to receive **49** calls annually.

