



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

STORAGE- SELF SERVICE

The average display ad at the **STORAGE- SELF SERVICE** heading generates 95 calls annually



The average display ad at the **STORAGE- SELF SERVICE** heading generates 32 annual sales

The average display ad at the **STORAGE- SELF SERVICE** heading generates \$18,021 in annual sales revenue



The Return on Investment for the average sale at the **STORAGE- SELF SERVICE** heading is \$5.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **STORAGE- SELF SERVICE** heading, the advertiser needs to receive 48 calls annually.

