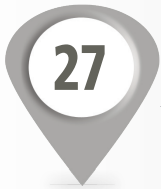




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **SWIMMING POOL CONTRACTORS & DEALERS**

The average display ad at the **SWIMMING POOL CONTRACTORS & DEALERS** heading generates 102 calls annually



The average display ad at the **SWIMMING POOL CONTRACTORS & DEALERS** heading generates 27 annual sales

The average display ad at the **SWIMMING POOL CONTRACTORS & DEALERS** heading generates \$92,777 in annual sales revenue



The Return on Investment for the average sale at the **SWIMMING POOL CONTRACTORS & DEALERS** heading is \$56.20 for every \$1 invested in Yellow Pages

In order to break even on an ad placed at the **SWIMMING POOL CONTRACTORS & DEALERS** heading, the advertiser needs to receive 4 calls

