



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

## **TAX RETURN PREPARATION**

The average display ad at the **TAX RETURN PREPARATION** heading generates 98 calls annually



The average display ad at the **TAX RETURN PREPARATION** heading generates 63 annual sales

The average display ad at the **TAX RETURN PREPARATION** heading generates \$14,693 in annual sales revenue



The Return on Investment for the average sale at the **TAX RETURN PREPARATION** heading is \$8.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TAX RETURN PREPARATION** heading, the advertiser needs to receive 15 calls annually.

