



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

TIRE DEALERS

The average display ad at the **TIRE DEALERS** heading generates 508 calls annually



The average display ad at the **TIRE DEALERS** heading generates 308 annual sales

The average display ad at the **TIRE DEALERS** heading generates \$128,956 in annual sales revenue



The Return on Investment for the average sale at the **TIRE DEALERS** heading is \$54.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TIRE DEALERS** heading, the advertiser needs to receive 24 calls annually.

