



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

TOWING - AUTO

The average display ad at the **TOWING - AUTO** heading generates 238 calls annually



The average display ad at the **TOWING - AUTO** heading generates 121 annual sales



The average display ad at the **TOWING - AUTO** heading generates \$12,352 in annual sales revenue



The Return on Investment for the average sale at the **TOWING - AUTO** heading is \$7.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TOWING - AUTO** heading, the advertiser needs to receive 106 calls annually.

