



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

TRACTOR DEALERS

The average display ad at the **TRACTOR DEALERS** heading generates 219 calls annually



126

The average display ad at the **TRACTOR DEALERS** heading generates 126 annual sales



The average display ad at the **TRACTOR DEALERS** heading generates \$18,638 in annual sales revenue

\$18,638



\$15.20

\$1

The Return on Investment for the average sale at the **TRACTOR DEALERS** heading is \$15.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TRACTOR DEALERS** heading, the advertiser needs to receive 96 calls annually.

