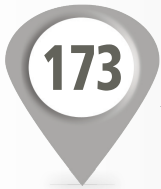




# Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

## **TRANSMISSIONS - AUTO**

The average display ad at the **TRANSMISSIONS - AUTO** heading generates 183 calls annually



The average display ad at the **TRANSMISSIONS - AUTO** heading generates 173 annual sales

The average display ad at the **TRANSMISSIONS - AUTO** heading generates \$184,485 in annual sales revenue



The Return on Investment for the average sale at the **TRANSMISSIONS - AUTO** heading is \$67.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TRANSMISSIONS - AUTO** heading, the advertiser needs to receive 8 calls annually.

