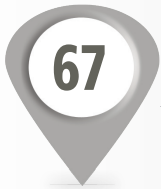




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

TREE SERVICE

The average display ad at the **TREE SERVICE** heading generates 136 calls annually



The average display ad at the **TREE SERVICE** heading generates 67 annual sales

The average display ad at the **TREE SERVICE** heading generates \$50,754 in annual sales revenue



The Return on Investment for the average sale at the **TREE SERVICE** heading is \$19.80 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TREE SERVICE** heading, the advertiser needs to receive 40 calls annually.

