



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

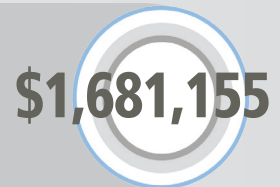
## **TRUCK DEALERS**

The average display ad at the **TRUCK DEALERS** heading generates 139 calls annually



The average display ad at the **TRUCK DEALERS** heading generates 92 annual sales

The average display ad at the **TRUCK DEALERS** heading generates \$1,681,155 in annual sales revenue



The Return on Investment for the average sale at the **TRUCK DEALERS** heading is \$1367.30 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TRUCK DEALERS** heading, the advertiser needs to receive 1 call annually.

