



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

TRUCK RENTING & LEASING

The average display ad at the **TRUCK RENTING & LEASING** heading generates 156 calls annually



The average display ad at the **TRUCK RENTING & LEASING** heading generates 89 annual sales

The average display ad at the **TRUCK RENTING & LEASING** heading generates \$61,089 in annual sales revenue



The Return on Investment for the average sale at the **TRUCK RENTING & LEASING** heading is \$43.90 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **TRUCK RENTING & LEASING** heading, the advertiser needs to receive 10 calls annually.

