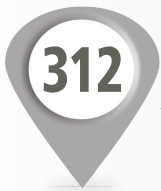




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

VETERINARIANS

The average display ad at the **VETERINARIANS** heading generates 464 calls annually



The average display ad at the **VETERINARIANS** heading generates 312 annual sales

The average display ad at the **VETERINARIANS** heading generates \$139,478 in annual sales revenue



The Return on Investment for the average sale at the **VETERINARIANS** heading is \$51.20 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **VETERINARIANS** heading, the advertiser needs to receive 26 calls annually.

