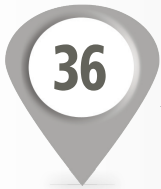




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

WATERPROOFING CONTRACTORS

The average display ad at the **WATERPROOFING CONTRACTORS** heading generates **48** calls annually



The average display ad at the **WATERPROOFING CONTRACTORS** heading generates **36** annual sales

The average display ad at the **WATERPROOFING CONTRACTORS** heading generates **\$95,538** in annual sales revenue



The Return on Investment for the average sale at the **WATERPROOFING CONTRACTORS** heading is **\$48.70** for every **\$1** invested in Yellow Pages display

In order to break even on an ad placed at the **WATERPROOFING CONTRACTORS** heading, the advertiser needs to receive **2** calls annually.

