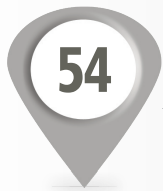




Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

WINDOWS

The average display ad at the **WINDOWS** heading generates 112 calls annually



The average display ad at the **WINDOWS** heading generates 54 annual sales

The average display ad at the **WINDOWS** heading generates \$141,529 in annual sales revenue



The Return on Investment for the average sale at the **WINDOWS** heading is \$56.60 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **WINDOWS** heading, the advertiser needs to receive 7 calls annually.

