

2013 ANNUAL CALL TOTALS



2,022 Total Calls

Optometris



131 Total Calls

Avg Duration: 6:18



1,071 Total Calls

Storage



118 Total Calls

Avg Duration: 4:16



365 Total Calls

Avg Duration: 2:20



161 Total Calls

Avg Duration: 3:39

Calls to businesses from print ads in independent Yellow Pages increased 28% between 2010 and 2013.

Source: The ADP Ad Effectiveness Study, released by CRM Associates in March 2014



Call counts obtained through tracking number placed in customer's ad.