

Yellow Pages help keep those pearly whites shining

May 29, 2008

BERKELEY HEIGHTS, New Jersey--Since 96 percent of Americans believe that a nice smile is an important asset when attracting a partner and 75 percent think it's important for career success, it's not surprising that consumers often turn to the "Dentists" Yellow Pages heading to find help for their dental needs.

In fact, according to the Yellow Pages Association, the "Dentists" Yellow Pages heading ranks eighth of more than 4,000 headings as it generates more than 246 million references annually.

According to a study commissioned by the American Academy of Cosmetic Dentistry, the mean amount spent by the average patient in 2006 was \$5,640 and the median was \$3,860, with the top procedures ranging from bleaching/whitening, crown and bridge work and direct bonding.

"The cosmetic dental boom shows no signs of slowing down. In a 2007 AACD survey, cosmetic dentistry-related revenue climbed to an average of \$495,000 per practice, projecting \$2.75 billion across all queried practices in the survey," said Eric Nelson, director of marketing and public relations for AACD. "In addition to the Yellow Pages, consumers in need of cosmetic dental treatments can turn to AACD's Web site, American Academy of Cosmetic Dentistry, for a list of AACD dentists in their area."

With 84 percent of Yellow Pages searches for dentists resulting in a purchase, the Yellow Pages advertising medium has proven to be valuable and effective for dentists nationwide. On average, 60 percent of Yellow Pages users who search the "Dentists" heading are new patients and will reference more than five advertisements before making a decision.

"Print and Internet Yellow Pages have proven to be valuable investments for the dental industry, as dentists typically receive more than \$8 in sales revenue for every \$1 spent on print Yellow Pages display advertising," said Larry Small, director of research for YPA. "With more than 150,000 dentists nationwide, dentists are finding that Yellow Pages are still an important and relevant resource because of the medium's high return on investment and value to consumers."

References available upon request.