



A BRAND CONSUMERS KNOW AND TRUST

THE LEADER FROM THE START. The recognized leader in local, cooperative direct mail for over 40 years.

AFFORDABLE MARKETING SOLUTIONS. Boost reach by sharing costs in cooperative mail envelope. Communicate with more customers more often.

TARGETED MESSAGES, NO WASTED CIRCULATION. System of Neighborhood Trade Areas® (NTAs®) enables targeting by geodemographic, consumer behavior or consumer expenditures to select your best market.

HIGH CONSUMER AWARENESS AND PERCEPTION OF VALUE. 90% of adults aware of receiving Valpak usually open and look through the coupon offers.

MEASURABLE RESULTS. Return on investment trackable with dated coupon promotions.

THE POWER OF FREQUENCY. Regular on-time mailings reach customers whenever they are ready to buy.

LONG SHELF LIFE. Envelopes are retained in the household for days, weeks—even months—as consumers review coupons frequently. Most (84%) of those who use Valpak coupons keep their coupons at least one month or until the expiration date or the next mailing.

TOTAL FULFILLMENT SERVICES. Valpak provides one-stop research, ad concept, graphic design, top quality printing, distribution and evaluation. Multiple sizes and color formats available.

NATIONAL MARKETING SUPPORT. National media and PR support, special promotions drive added consumer appeal.

VALPAK® U.S. DEMOGRAPHIC PROFILE

- Average Income: \$85,915
- 58% are 25-54 yrs. old
- Median Adult Age: 45.8 yrs.
- 35% of households have children
- 70% hold white collar jobs
- 64% have attended college
- Over 75% have two or more persons in their households

Source: Claritas, A Nielsen Company, with current year projections.



Source: 2008 Valpak Readership Survey, Directions In Research, eRewards, SurveyGizmo, March 2008. Valpak®, Valpak.com® and Solo Values® are trademarks of Valpak Direct Marketing Systems, Inc., its subsidiaries and affiliates. Copyright ©2008 Valpak Direct Marketing Systems, Inc. All Rights Reserved.

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Valpak®