

FREQUENCY IS KEY TO ADVERTISING SUCCESS



HERE'S WHAT ONE BUSINESS MANAGER HAD TO SAY ABOUT VALPAK:

"Our primary goals for mailing with Valpak were to raise awareness for our business and bring in new customers. We had tried other forms of advertising but found that Valpak far exceeded the competition, including the local newspaper. Valpak brings us new business every day and keeps the phone constantly ringing."

Ricky A. Conklin, Manager
Visions Hair Studio & Day Spa
Oak Harbor, WA

When developing a successful marketing plan, ask yourself:

- What do I need to say to the customer?
- How often should I say it?
- How do I reach the right customers in my area over and over?

That's where Valpak® direct mail comes in. Valpak offers you monthly access to high income consumers in areas directly surrounding your business.

REMEMBER - mailing regularly in Valpak keeps your business top-of-mind with consumers when they're ready to buy and have money to spend. Valpak uses proven best practices to help you develop a results oriented ad campaign.

CALL YOUR VALPAK REPRESENTATIVE TODAY TO FIND OUT
ABOUT VALPAK FREQUENCY DISCOUNTS.

