



Right **NOW** *consumers are*
PLANNING ACTIVITIES
and **VACATIONS**



*Don't you wish
they had your offer
or list of entertainment
options in their hands?*





88%
of consumers
prefer
receiving offers
in the mail.

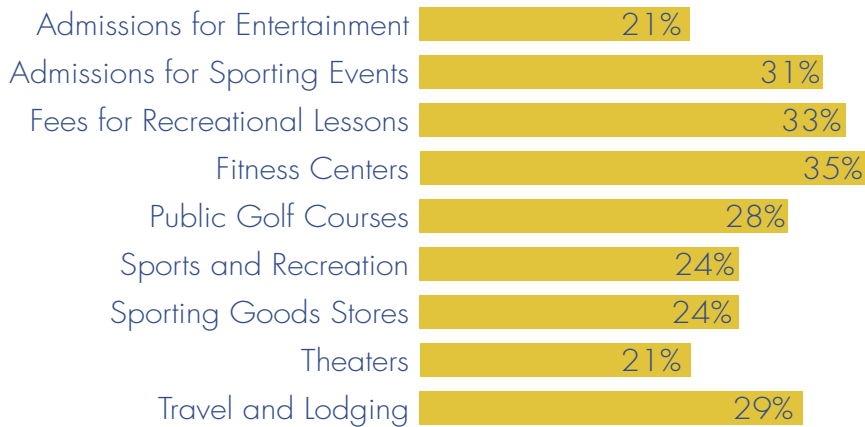
Money-saving
offers can be
a tiebreaker when
choosing between
entertainment
venues.

Consumers
know and trust
the blue Valpak®
envelope - nearly
nine in 10 open
it and look
through the offers.

Sources: Research Alert, 2003; Directions
in Research Readership Survey,
March 2007

FOR ENTERTAINMENT AND LEISURE BUSINESSES, COMMUNICATING THE EXCITEMENT
AND SCOPE OF ACTIVITIES AS WELL AS THE FUN AND
RELAXATION BENEFITS ARE ESSENTIAL FOR ADVERTISING SUCCESS.

VALPAK CONSUMERS SPEND MORE ON ENTERTAINMENT, LEISURE AND TRAVEL SERVICES:



Source: Claritas, A Nielsen Company, with current year projections, March 2008

VALPAK UTILIZES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO USE YOUR SERVICE.

- Valpak selects only the best areas to reach upscale audiences with a history of spending more on many goods and services.
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation.
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available.



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

ENTERTAINMENT AND LEISURE BUSINESS OWNERS TRUST VALPAK

Over 3.4 billion entertainment, leisure, travel and lodging offers were mailed last year in the blue envelope.

"Valpak encompasses the power of direct mail as its extensive reach drives viewership consistently to CBS's featured programming. The goal of our partnership exceeds our expectations each and every time. We look forward to continued success with Valpak."

George Schweitzer,
Executive Vice President
Marketing & Communications
CBS Television

"We originally mailed with Valpak to bring in new customers and now have doubled our monthly mailings to 40,000. Our Valpak rep helps design effective ads, and the national promotions get them looked at. We keep mailing with Valpak for one reason – results!"

Judy E. Johnson,
Vice President
Kart Ranch
Lafayette, LA

VALPAK IS COST EFFICIENT AND EASY TO USE

- Shared mailing costs
- Volume and frequency discounts
- No wasted circulation
- Choice of neighborhoods and mailing quantity
- Quick, no-hassle turnkey programs



THE THREE KEYS

TO GETTING MORE ENTERTAINMENT,
LEISURE & TRAVEL SERVICE CUSTOMERS

REACH

The number of homes you select to
receive your ad

+

FREQUENCY

The number of times a year your ad is seen by
Valpak shoppers

+

VALUE

The appeal and incentive to try your service or
product that your ad delivers to consumers

=

SUCCESS

An in-depth analysis showed that the more an advertiser mailed
with Valpak, the more their satisfaction increased.

Valpak