




Right **NOW** *consumers in your area*
NEED A PROFESSIONAL
they can **TRUST**



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





88%

of consumers
prefer
receiving offers
in the mail.

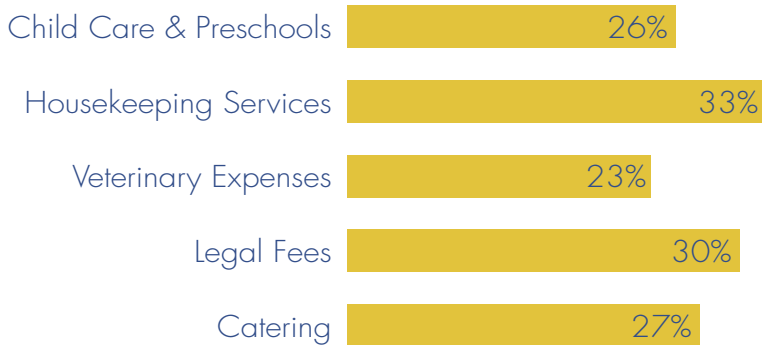
Money-saving
offers can be
a tiebreaker when
choosing between
service providers.

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 PROFESSIONALS AND SERVICE BUSINESSES, COMMUNICATING THEIR
EXPERIENCE AND RELIABILITY AS WELL AS THE BENEFITS OF THE SERVICE
ARE ESSENTIAL FOR ADVERTISING SUCCESS.

VALPAK CONSUMERS ARE PROJECTED TO SPEND MORE AT MANY PROFESSIONAL AND GENERAL SERVICES BUSINESSES THAN THE AVERAGE HOUSEHOLD:



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.

PROFESSIONAL AND SERVICE BUSINESS OWNERS TRUST VALPAK

Over 1.3 billion professional and general service offers were mailed last year in the blue envelope.

"I have been mailing with Valpak for quite a few years. I am amazed at the number of coupons that come through the door! Most importantly, my Valpak ad brings in new customers. Bottom line: Return on Investment!"

Steve Douzart
Owner
Prestige Cleaners
Baton Rouge, LA

"I have advertised with Valpak for the past couple years and found it not only pays for itself, it gets my phone to ring with better quality leads than I have found advertising in other media. Valpak gets my foot in the door and I truly believe it works for me in increasing my business."

Tom Brophy
Brophy Real Estate
St. Petersburg, FL

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 PROFESSIONAL AND GENERAL SERVICES 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

A review of long time Valpak Professional and General Services
advertisers showed they mailed an average of
7 times a year to 3 different mailing areas.

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

Valpak