



Right now **CONSUMERS**
in your area are considering **EDUCATIONAL**
and **INSTRUCTIONAL** *options for*
their **FAMILIES**



*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
consumers are
choosing between
educational
businesses.

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 EDUCATIONAL AND INSTRUCTIONAL BUSINESSES AND SCHOOLS, COMMUNICATING YOUR EXPERIENCE AND RELIABILITY AS WELL AS THE BENEFITS OF YOUR LEARNING INSTITUTION IS ESSENTIAL FOR ADVERTISING SUCCESS.

ON AVERAGE, VALPAK CONSUMERS ARE PROJECTED TO SPEND:



33% more on fees for recreational lessons



26% more for daycare and preschools

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

With an average household income that's 28% higher than national households, Valpak consumers have more discretionary income to spend on their children's education.

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

Valpak households have **28%** more discretionary income for education or instructional purposes.

- Valpak selects only the best areas to reach upscale audiences projected to spend 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.

EDUCATIONAL AND INSTRUCTIONAL BUSINESSES TRUST VALPAK

Over 50 million education business and school offers were mailed last year in the blue envelope.

"Our recent Valpak mailings have been very successful. Because of past experience in another location, I knew Valpak could work well (but) was I surprised when the first ad brought in 200 phone calls! I would highly recommend Valpak. It works!"

Larry Neal,
Seven Oaks Academy
Denver, CO

"Valpak has been one of the most effective marketing tools we have used to date and is very cost effective."

Kay Reeves,
Vice President
Spell Read P.A.T. Learning Systems
Prince Edward Island, Canada

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 EDUCATIONAL AND SCHOOL 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 Education and School advertisers showed they mailed an average of 5 times a year to 6 different mailing areas.

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

Valpak