



VALPAK® TOPS NEWSPAPERS FOR EFFICIENCY AND TARGETABILITY

Readership of daily and Sunday newspapers has dropped more than 30% since 1970. Smart business owners want low cost and effective advertising that is more efficient than newspapers but has the same consumer recognition and level of acceptance. Valpak is the solution with zip code penetration and distribution that is comparable to newspapers' penetration.

Comparing Valpak and Newspapers:

Newspapers	Valpak Direct Mail
Declining readership	Increased readership
Short shelf life	Long shelf life
Not focused on advertisers	Advertiser based
Expensive to advertise	Cost effective
Limited color options	Full-color options
Ads are easily ignored	Ads stand out
Ads are not user-friendly	Offers are user-friendly and portable
All sections are not always read	Nearly 9 in 10 adults receiving it look through the offers
Wasted coverage	Targeted coverage by ZIP code
Limited promotional impact	Monthly national promotions program
Subscriber based	FREE to consumers

Newspapers no longer deliver the impact many advertisers require.

Call your Valpak representative today to find out how Valpak can out-deliver the newspapers in your area.



Sources: Directions In Research, March 2007; Newspaper Association of America, 2004
 Copyright ©2008 Valpak Direct Marketing Systems, Inc. All Rights Reserved. Valpak®, Valpak.com® and Solo Values® are trademarks of Valpak Direct Marketing Systems, Inc., its subsidiaries and affiliates.
 #2600 • 02/08 • 3504.387408

