

THE TOP 10 REASONS WHY VALPAK[®] WORKS



1. Valpak is the most recognized direct mail program there is. Nearly nine in 10 adults receiving Valpak open it and look through the offers.
2. Valpak consumers are upscale, educated, professionals — a quality audience with discretionary dollars to spend. The average Valpak household income is 28% higher than average.
3. Valpak offers have a long shelf life. Nearly two thirds of Valpak consumers keep their offers at least one month.
4. There's no wasted coverage with our targeted mailing zones. You can mail locally or across North America.
5. The Valpak national promotions program builds consumer excitement and anticipation around every mailing.
6. National and local advertising on TV, radio, outdoor and the Internet reminds consumers of the savings in the familiar blue envelope.
7. You can select from a variety of format options including coupons, flyers, postcards and more to fit your product, message and budget.
8. Valpak.com[®] reaches Internet savvy shoppers looking for the best values.
9. Pre-approved programs with national companies make it easy for you to access the latest artwork or co-op templates to create a customized direct mail campaign.
10. Valpak is a leader in direct mail with nearly 40 years of marketing experience in building successful advertising campaigns based on proven best practices.

DOING BUSINESS WITH VALPAK MAKES ADVERTISING FAST AND EASY

- We're your one-stop source for professional design, graphics, printing and mailing.
- Our quality products are held to the highest industry standards to enhance your company's image.
- Valpak saves you valuable time and money.

Source: Directions In Research, 2007.
Claritas 2000 with current year projections.

VALPAK: THERE'S SOMETHING IN IT FOR YOU: CALL YOUR REPRESENTATIVE TODAY.

