

A man and a woman are smiling and looking at each other in a room filled with electronic equipment, including a television and a stereo system. The man is on the left, wearing a white shirt, and the woman is on the right, wearing a white top and a grey cardigan. They appear to be in a store or a showroom.

88%

of consumers
prefer
receiving offers
in the mail.

Money-saving
offers can be
a tiebreaker when
consumers are choosing
between retailers or
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 TECHNOLOGY BUSINESSES, COMMUNICATING THE EXPERIENCE AND RELIABILITY OF THE COMPANY AS WELL AS THE BENEFITS OF THE SERVICE ARE ESSENTIAL FOR ADVERTISING SUCCESS.

VALPAK CONSUMERS SPEND MORE ON TECHNOLOGY:

Source: Claritas, Inc. Purchase Power, March 2007

Valpak consumers are projected to spend 25% more at computer and software stores than the average household.

21%

Valpak consumers are projected to spend 21% more at electronics stores than the average household.

17%

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.

TECHNOLOGY BUSINESS OWNERS TRUST VALPAK

Nearly 3.6 million technology and communication offers were mailed last year in the blue envelope.

"We have experienced response rates with Valpak that have exceeded all previous ad campaigns. I am extremely pleased with our return on investment and look forward to planning Valpak into our budget for next year."

Cindy Matthews,
Marketing Manager
Cingular Wireless

"Valpak is an excellent way to get our name into every household; no other medium can make that happen for the price. The Valpak national promotions were a key factor in our decision."

Richard Haga,
Marketing Director
Automated Telecom
Palm Desert, CA

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 TECHNOLOGY 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 Technology & Communication 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.