




*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?*



A photograph of two men in business attire. One man is seated at a table, looking at a document. The other man is standing behind him, leaning over and pointing at the document. They appear to be in a professional setting, possibly a meeting or a review session. The background is bright and slightly out of focus.

**88%**

of consumers  
prefer  
receiving offers  
in the mail.

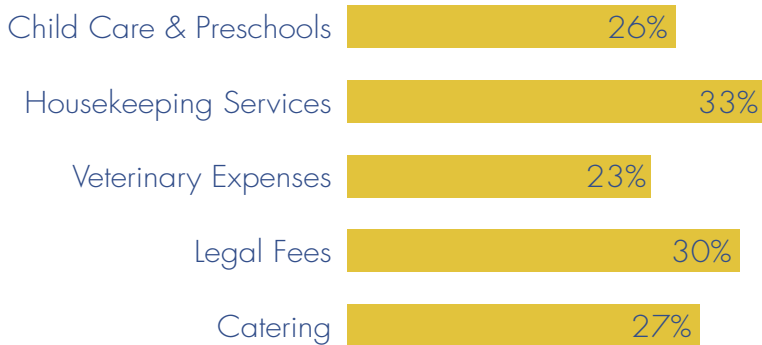
Money-saving  
offers can be  
a tiebreaker when  
choosing between  
service providers.

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.