



## Blue Envelope

The blue envelope is the Valpak flagship product and is delivered to over 45 million homes each month in the United States, Canada, and Puerto Rico. It features savings from over 50,000 advertisers each year from local to national brands. The offers and savings inside the envelope come in a variety of formats and fall into two distinct groups (core and specialty) as well as special programs to target top categories.

## Basic Formats

Core formats in the Valpak envelope include 1, 2, & 3 panel sizes. Side one is 2-color or full color - four inks. Black, magenta, cyan, and yellow make up the full spectrum of colors. The number of colors on side two is 0 or 4.

Valpak has a variety of in-envelope products. All products will be generated using a Premium Color® (4-Color Process) on white glossy paper, except specialty formats, such as cardstock, magnets and supplied inserts. The format options for Premium Color® include:

- 1-Panel Coupon
- 2-Panel Flyers
- 3-Panel Flyers

Specialty formats include:

- Super Flyer (National)
- Coupon Booklets (National and locally in limited test markets)
- Others on a test basis

Other specialty format options include:

- 1-Panel Coupon on 9pt. Cardstock
- 3-Panel Flyers on 9pt. Cardstock
- 3-Panel Full Bleed Flyers on Glossy Paper
- Coupon Magnets
- Client Supplied Inserts

Other Test Specific Formats include:

- 1-Panel Die Cut Cardstock
- Cards
- Scratch N' Sniff
- BRM formats

The ink process is defined as:

- 4-Color Premium Product - Four inks (cyan, magenta, yellow and black) that make up the full spectrum of colors.
- 2-Color Premium Product - Spot colors are created through use of four inks (cyan, magenta, yellow and black).



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Two options are available:

- Black ink and one of the following spot colors of ink: Yellow, Orange, Red, Blue, Green, Brown, Purple or Aqua
- One single color (excluding yellow)

<b>Format</b>	<b>Description</b>
3½ x 8¼ 1-Panel Coupon	2-Color Side One Only/Glossy 4-Color Side One Only/White Glossy 4-Color Side One/4-Color Side Two/White Glossy 4-Color Side One/9pt. Cardstock 4-Color Side One/1-Color Side Two/9pt. Cardstock
7 x 8 ¼ 2-Panel Flyer	4-Color Side One Only/White Glossy 4-Color Side One/4-Color Side Two/White Glossy
8 ¼ x 10 ½ 3-Panel Flyer	4-Color Side One Only/White Glossy 4-Color Side One/4-Color Side Two/White Glossy 4-Color Side One/9pt. Cardstock 4-Color Side One/1-Color Side Two/9pt. 4-Color Side One/Full Bleed/White Glossy 4-Color Side One/4-Color Side Two/Full Bleed/White Glossy
3 ½ x 8 ¼ Magnet	4-Color Side One 4-Color Side One/2-Color Side Two 4-Color Side One/Full Bleed 4-Color Side One/2-Color Side Two/Full Bleed

**Product Size Specifications**

Format	Live Area	Trim
1 Panel Coupon:		
Premium Color®:	3" x 7.875"	3.5" x 8.25"
2 Panel Flyer:		
Premium Color®:	7.875" x 6.5"	8.25" x 7"
3 Panel Flyer:		
Premium Color®:	7.875" x 10"	8.25" x 10.5"
Full Bleed	8.752" x 10.75"	8.25" x 10.5"
1 Panel Coupon Magnet:		
Premium Color®:	3" x 7.875"	3.5" x 8.25"
Full Bleed	3.75" x 8.75"	3.5" x 8.25"

Specialty Formats: Specialty formats are inserts designed to meet special needs within a regular advertising program. Specialty formats offer clients unique ways to convey their message to consumers that supplement their regular inserts.

## Magnets

The Valpak magnet offers your clients a different way to capture consumer attention and extend the shelf life of their message. A thin quarter-sized magnet on the back of a card-stock insert will keep that insert attached to any metal indefinitely. This product can be a great door opener for advertisers who "don't coupon" or a value-added supplement to selected clients' Valpak program. Below are ways in which Valpak magnets are unique:



- Enhance the consumer experience with exciting and valuable content
  - Something different in the envelope.
  - Limited number of pieces makes them stand out.
  - Different content provides more value (calendars, schedules, important numbers, menus, etc.)
- Stimulates advertiser interest
  - For those who "don't coupon"
  - Clients who are looking for "something different"
- Meet needs of local, regional and national advertisers
  - Feedback from the network indicated clients are looking for magnets
- Differentiation for Valpak versus the competition
  - Magazines and most other competitors do not offer magnets
  - The Valpak magnet is very affordable versus other competitive magnets
- Provide incremental volume and dollar sales opportunities
  - A tool to capture new and more advertising dollars

### Product Specifications

- Insert size: 3.5" x 8-1/4"
- Ink (process): 4/2 - side two black plus magnet/maroon
- Full bleed: Yes

### Print Details

- Print & hold: Yes
- Print & ship: Yes (can order increments of 1,000 after 10,000)
- Minimum print quantity: 10M

### Insertion

One local magnet piece per envelope/NTA<sup>®</sup>