Valassis
intelligent media delivery

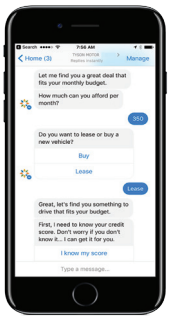
Valassis Local Market Services

POWERFUL ADVERTISING INNOVATIVE SOLUTIONS

Own Your PMA With Comprehensive Campaigns

Auto Inserts

Saturated coverage of your PMA
Targeted by propensity to purchase
Quick turn with weekly distribution in most markets

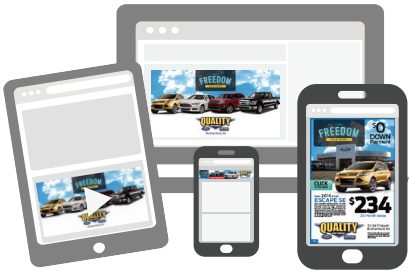


ChatBot[1]

Credit pre-qualification
Trade-in value estimator
Engages consumers and leads them to your store ready to buy

Variable Image Postcards

Mail to as low as 10K homes
Highly targeted personalized messaging
From order to mailbox in less than 3 weeks
Limited to one advertiser per week, per neighborhood



Digital (Email & Cross-Channel)

Delivered to target audience the way they want to receive it
Drives customer engagement & brand awareness
Drives increased website traffic & dealer visits

Solo Direct Mail

High quality mailers
Available in a variety of sizes & formats
Saturation or specialty auto lists available
Standalone placement in mailbox

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Brand. Promote. Engage.

Our Automotive Program delivers relevant messages to the best prospects in your own backyard through their mailbox, email, social media and mobile display.

- Find likely buyers:

  We consolidate the best data to find those prospects who are most likely to buy. Our household file is one of the most comprehensive and up-to-date in the marketplace and our email lists, which are 100% double opt-in, undergo a rigorous cleansing process to ensure your messages reach your best prospects.

- Increase your presence:

  Reaching every potential opportunity in your backyard protects you from your competition. We design campaigns using the channels consumers use most, including mailbox, email, social media and mobile display.

- Measure effectiveness:

  Our ability to track and measure results based on your sales information helps validate your return on investment.

- Repeat the success:

  Weekly programs allow us to get your message out fast and ensure you remain top of mind with your best potential buyers.

Valassis Story

Over 30 Years of industry experience

Reaching 100 million households each week across multi-media channels

Driving success for 58,000+ clients – National & Local

Unparalleled Data

Focus on automotive

Fueled by an unrivaled blend of data – Offline & Online

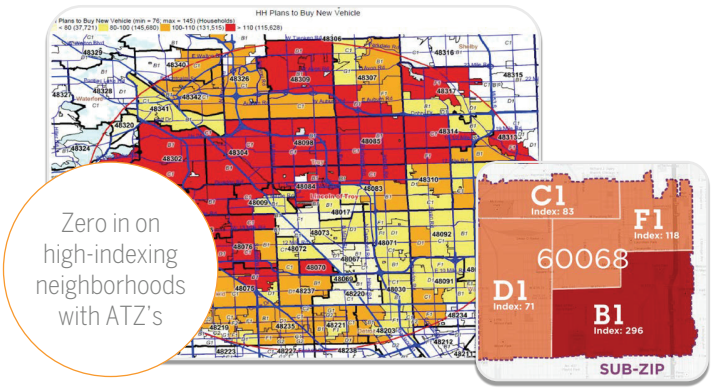
Highly targeted

Dealership Benefits

Quick turn products

Targeted data means more efficient use for your ad dollars

Co-Op assistance – We are your Co-Op Department!



Let's Get Started!

1

Select Products For Campaign
Which Products suit your dealership needs?

2

Timing
When do you want to start?

3

Agreement
Sign Service Agreement

Agreement to mailboxes in 7-12 days[2]

[1] Chatbot offering available through acceptance into Valassis Digital Pilot Program Only. Promotional rates apply and are subject to change. [2] In-home delivery of 7-12 days for most products. Contact your Sales Executive for specific deadlines by product. All product and program specifications subject to change or discontinuation at any time.