Valassis
intelligent media delivery

## Valassis Local Market Services

# POWERFUL ADVERTISING INNOVATIVE SOLUTIONS

## Solo Direct Mail Options:

4/4, Bleeds
100# Gloss Cover
5M Version Minimum

| | | |
|---|---|---|
| Postcard | 6x11 Flat | |
| Letter | 8.5x10 Flat | 8.5x5 Finished |
| Flat | 8.5x10 Flat | 8.5x10 Finished |
| Flat | 12x15 Flat | 12x15 Finished |

Our Automotive Solo Direct Mail Program provides dealers with the flexibility to target specific consumers at the household level while utilizing a variety of options to reach their ideal audience. This turnkey solution is great for pairing with other automotive product offerings or as a standalone option to strategically meet your objectives in the most effective and efficient way.

### Standard Solo Direct & Solo Saturation Mail Formats:

With several sizes to choose from, our Automotive Solo Direct Mail Program provides a variety of formats to meet your needs. These turnkey formats offer ease of ordering and include artwork design, two-sided, four-color printing (one-side variable) on premium heavy gloss stock along with mailing services.

### Targeted Solo Direct Mail:

- Delivered at the individual household level using standard data sets, client loyalty mailing lists, or specialty lists acquired by Valassis Data Services Group.
- Ideal for targeting specific consumers identified by customized data for acquisition or client loyalty data for retention.

### Saturation Solo Mail:

- Delivered to at least 90 percent of the residential addresses, or 75 percent of the combined residential and business addresses, within a specified carrier route.
- A cost effective way to help connect you to your local customers or prospects.
- Includes consumer addresses with the option of adding names where available.
- Ideal for targeting more specific demographics within a specific area. This can help you cut costs considerably by narrowing down to individual customers you may feel could benefit the most from your products or services.

All rates quoted include mailing list, design, printing & mailing services. Total cost excludes postage, additional mailing services, applicable sales tax and/or market surcharges. Program guidelines, product specifications and rates are subject to change.

### Benefits:

- Formats Available
  - Turnkey Offerings
  - Custom Quotes
- Access to a broad array of mailing lists
- In-Home Delivery - as quick as 10 days
- Response analytics services available