



Introduce New Products

Drive Volume

Trigger Retail Support

Shift Market Share

Population shifts ahead.

Reach Wal-Mart customers without changing gears.

Pick Up New Customers

Accelerate Consumer Awareness

connecting people to brands

Extended Reach (C&D County) FSI

The "burbs" only better

Benefits

- Pennies Per View
Achieve a broad reach that's cost efficient. (at a penny per shopper household).
- Choose the coverage you want.
Select from 19 available forms.
- No Retail Surcharges
Restriction free ad environments.
Expanded ad creativity encouraged!



The #1 influencer of consumer purchases at Wal-Mart is coupons, and Wal-Mart is the #1 redeemer of coupons in the country.

Source: BIGresearch, July 2006

Features

- Reaches 4,344,000 households
- Delivered 9 times each year
- Category exclusive
- Controlled delivery
Newspapers monitored for adherence to quality standards
- Full page, half page and spreads
- Preferred placement available for maximum visibility

Valassis, the nation's leading marketing services company, offers unique and diverse media plans with the most comprehensive product and customer portfolio in the industry.

America's busiest intersection

Enter a market with room for growth. Anchored by Wal-Mart and Dollar Store chains, our extended Reach program offers the best customer footprint in the business.



We think big. How big?

- 4.3 Million Households
- 390 Wal-Mart Stores
- 1,517 Dollar Stores

Pennies per View

Eliminate costly overcharges. You would have to buy five times as much circulation from our competitor and spend \$84,000 over our price to get comparable coverage.

The Wal-Mart Cart

- For the most efficient Wal-Mart form coverage, we recommend: forms 3, 5-10, 12-15, 18 and 19.
- Cover costs. Invest less than 1.1¢ for every Wal-Mart shopper household.
- The #1 influencer of consumer purchases at Wal-Mart is coupons.
- 46.9% of Wal-Mart Stores are located outside of major market areas.
- 42.8% of Wal-Mart Supercenter shoppers live in C or D counties.

Why visit ER?

Boost sales in Wal-Mart Country.

	Full Page	Half Page
Full List		
Partial List		

Retailer

Stores Covered

Mass Merchants & Dollar Stores	
Dollar General	964
Family Dollar	533
Wal-Mart (all)	390
Wal-Mart Supercenter	330
Grocery	
Food Lion	130
Kroger (named)	75
Safeway	54
Drug	
CVS	242
Rite Aid	149
Walgreens	224

TDLinx, June 2007
30% or greater county level coverage

1 Valassis 2007 Study
2 BIGresearch, July 2006

3 TDLinx June 2007
4 MRI 2006 Doublebase

19975 Victor Parkway, Livonia, MI 48152 | 1.800.473.0479 | www.valassis.com