



## Shared Mail Product Solutions Summary

## Specifications

**PRODUCT SPECS EFFECTIVE May 11, 2008**

	Product Name	Description	Features	Benefits	Standard Paper Size	Standard Image Area	Paper Stock	Weight	Colors	Bleed or No Bleed	Minimums
Zone Products	RedPlum Wrap	A four-color jacket with up to 10 pages, provides premium real estate for advertising message and acts as a carrier for Valassis Supplied and Client Supplied Inserts. With 13 promotional dates, RedPlum Wrap aligns with advertisers most important promotional dates. Clients can participate in the Advance Booking Process to ensure date and page position or clients can book available dates and pages during the Open Window. Advance Booking is in six month calendar year increments and is booked up to six months in advance of the run date.	<ul style="list-style-type: none"> <li>New 7% Larger Page Format</li> <li>Zones configured for Targeted Applications</li> <li>High quality, four color, full page ad image</li> <li>Two front cover positions, page image and billboard</li> <li>Zoned reach of approx. 150MM HH</li> <li>Page 3 Advertising Edge extends beyond the front cover</li> </ul>	<ul style="list-style-type: none"> <li>More space for compelling offers</li> <li>Weekly Frequency reaches 79MM HH</li> <li>Complements broadcast adding millions of impression to your campaign</li> <li>Delivered directly into the hands of the consumer</li> <li>Response tracking with on-piece addressing</li> </ul>	Flat 17.75 x 11 Off-Folded 9.125 x 11	Front Cover (Pg 1) 8.25 x 8.938 Front Cover Billboard 2.625 x 1.625 Inside Front Cover (Pg 2) 8.375 x 10.75 Inside Back Cover (Pg 3) 9 x 10.75 Double Truck 17.5 x 10.75 Back Cover (Pg 4) 9 x 8.25 Client Corner 1.375 x 2.375 Inside Front A (Pg 5) 8.375 x 10.75 Inside Back A (Pg 6) 8.375 x 10.75 Inside Front B (Pg 7) 9 x 10.75 Inside Back B (Pg 8) 9 x 10.75 Inside Front C (Pg 9) 8.375 x 10.75 Inside Back C (Pg 10) 8.375 x 10.75	40# SCA 44#SCA (Det/Philly/Compton/Ne wark,CA)	.2779 oz .3057oz	4/4	NO BLEED	Based on Zone Selection
	Zoned Insert Card	The Zoned Insert Card is the only pre-booked insert available at the Zone level. This cost effective card is available in three sizes with coated and uncoated paper options. The Zoned Insert Card is available three ways: 1. 4/4 - Four-color, front and back client advertising. 2. 4/2 - Four-color client ad on one side and America's Looking For Its Missing Child program on side two. 3. 4/0 - Four-color client ad on front and blank on side two.	<ul style="list-style-type: none"> <li>Zoned reach of 50M households</li> <li>Zones configured for Targeted Applications</li> <li>Multiple sizes/finishes</li> <li>Positive affiliation with a valuable and respected cause: America's Looking for Its Missing Children Program</li> </ul>	<ul style="list-style-type: none"> <li>High consumer awareness and goodwill</li> <li>Weekly Frequency reaches 79MM HH</li> <li>Tailored advertising opportunities</li> <li>One Zoned Insert per RedPlum package</li> <li>Cost effective</li> </ul>	Junior 3.5 x 7.33 Standard 4.375 x 8.5 Coated 4.375 x 8.5  Premium 5 x 9	Junior 3 x 6.83 Standard 3.875 x 8 Standard Coated 3.875 x 8  Text Image 4.5 x 8.5 Color Image (Bleed) 5.5 x 9.5	75# Hibulk 75# Hibulk 7p. coated 1 side  7pt coated 1 side	.0665oz .0965oz .1453oz  .1864oz	4/4 4/1 4/0	NO BLEED NO BLEED NO BLEED  BLEED	Based on Zone Selection Based on Zone Selection Based on Zone Selection  DMA or Zone Selection
Multi-Page Products	The Premium 4	The Premium 4 brilliantly combines high quality print and paper on an oversized print format into a highly effective turnkey solution. The Premium 4 ensures that advertisers' messages stand out.	<ul style="list-style-type: none"> <li>ZIP and sub-ZIP Code targeting</li> <li>All-inclusive rate</li> <li>Creative Flexibility</li> </ul>	<ul style="list-style-type: none"> <li>Precision distribution helps advertisers reach their highest potential customers</li> <li>Saves time and money</li> <li>Multiple versioning opportunities</li> </ul>	Flat 19 x 11 Folded 9.5 x 11 (Bleed)	Text Image 9 x 10.5 Color Image (Bleed) 10 x 11.5 Spread Text Image 18.5 x 10.5 Spread Color Image (Bleed) 19.5 x 11.5	45# Gloss	.34oz	4/4	BLEED	<b>NATIONAL</b> PRINT 75,000 VERSION 20,000 <b>WEST COAST ONLY</b> PRINT 100,000 VERSION 100,000
	The Big 4	The Big 4 is a highly effective 4-page oversized tabloid, offering the perfect solution for advertisers seeking abundant image area and high impact results.	<ul style="list-style-type: none"> <li>Oversized tabloid format</li> <li>ZIP and sub-ZIP Code targeting</li> <li>Creative Flexibility</li> <li>All inclusive rates</li> </ul>	<ul style="list-style-type: none"> <li>Stands out in our package, promoting greater consumer readership</li> <li>Precision distribution to highest potential households</li> <li>Multiple versioning opportunities</li> <li>Saves time and money</li> </ul>	Flat 21 x 11 Folded 10.5 x 11	Page Image 10 x 10.5 Spread Image 20.25 x 10.5	40# Coated	0.30oz	4/4	NO BLEED	PRINT 75,000 VERSION 20,000
Single Page Products	The Premium Postcard	The Premium Postcard delivers response-driven advertising that's hard to miss, and easy to use for consumers. This high quality print solution is a terrific advertising format for announcing special sales, new products and upcoming events.	<ul style="list-style-type: none"> <li>Oversized format</li> <li>ZIP and sub-ZIP code targeting</li> <li>Product specifications allows for mailing by Solo Mail or Shared Mail</li> <li>Creative Flexibility</li> <li>All-inclusive rates</li> </ul>	<ul style="list-style-type: none"> <li>Captures and retains consumers' attention</li> <li>Precision distribution to highest potential households</li> <li>Multiple versioning opportunities provides tailored messaging</li> </ul>	5.66 x 11 (Bleed)	Text Image 5.16 x 10.5 Color Image (Bleed) 6.16 x 11.5	7pt Coated 2 sides	.28oz	4/4	BLEED	PRINT 20,000 VERSION 20,000
	The Premium Sheet	The Premium Sheet is Valassis's highest quality single sheet print solution for advertisers who place a high importance on image and the power of their brands.	<ul style="list-style-type: none"> <li>10 x 11 format allows ample space for messaging</li> <li>ZIP and sub-ZIP Code targeting</li> <li>All inclusive rates</li> </ul>	<ul style="list-style-type: none"> <li>Provides heightened visibility in our package</li> <li>Precision distribution to highest potential households</li> <li>Saves time and money</li> </ul>	10 x 11	Text Image 9.5 x 10.5	60# Coated #3	.23oz	4/4	NO BLEED	PRINT 50,000 VERSION 20,000
	The Big Sheet	For advertisers seeking to stand out, The Big Sheet is an ideal product solution. This unique, tall sized full bleed insert sticks out of the top of our Shared Mail package, catching consumers' attention while delivering superior cost effectiveness.	<ul style="list-style-type: none"> <li>ZIP and sub-ZIP Code targeting</li> <li>Creative Flexibility</li> <li>All inclusive rates</li> <li>Tall, oversized format</li> </ul>	<ul style="list-style-type: none"> <li>Precision distribution to your highest potential customers</li> <li>Multiple versioning opportunities</li> <li>Saves time and money</li> <li>Stand out size</li> </ul>	8.375 X 12 (Bleed)	Text Image 7.875 x 11.5 Color Image (Bleed) 8.875 x 12.5	45# Gloss	.17oz	4/4	BLEED	<b>NATIONAL</b> PRINT 50,000 VERSION 20,000 <b>WEST COAST ONLY</b> PRINT 100,000 VERSION 100,000
	The Value Sheet	The Value Sheet provides advertisers with a high quality turnkey single sheet on glossy paper, yet priced to represent an economical value.	<ul style="list-style-type: none"> <li>ZIP/Sub-ZIP targeting</li> <li>Weekly frequency</li> <li>Creative Flexibility</li> <li>All inclusive rates</li> </ul>	<ul style="list-style-type: none"> <li>Precision distribution to your highest potential customers</li> <li>Cost effective distribution</li> <li>Versioning capabilities can be utilized for customized messages</li> <li>Saves time and money</li> </ul>	8.5 x 11	Text Image 8 x 10.5	45# Gloss	.14oz	4/4	NO BLEED	VERSIONS 20,000+ no up charge  VERSIONS less than 20,000 but greater than 10,000 incur an up charge of \$12/m
	The Promo Reply Card	Turnkey advertising solution printed on 75# Hi-bulk paper stock. The Promo Reply Card communicates key advertising messages and provides for response measurement with a reply card detachment. Single horizontal perforation is available at no additional charge.	<ul style="list-style-type: none"> <li>ZIP/sub-ZIP Code targeting</li> <li>Product specifications allows for mailing by Solo Mail or Shared Mail</li> <li>Reply card</li> <li>All-inclusive rates</li> </ul>	<ul style="list-style-type: none"> <li>Precision distribution to your highest potential customers</li> <li>Opportunity to measure response through the inclusion of a reply card.</li> <li>Saves time and money</li> </ul>	5.66 x 11	Text Image 5.16 x 10.5	75# Hibulk	.16oz	4/0 4/1 4/2 *	NO BLEED	PRINT 20,000 VERSION 20,000
	Neighborhood Half Sheet	An economical and flexible print option that targets certain areas within a market, ZIP Code or sub-ZIP Code. Allows advertiser to achieve a "Local Merchant Look" at low cost.	<ul style="list-style-type: none"> <li>ZIP/Sub-ZIP targeting</li> <li>Creative Flexibility</li> <li>All inclusive rates</li> </ul>	<ul style="list-style-type: none"> <li>Precision distribution to your highest potential customers</li> <li>Multiple versioning opportunities</li> <li>Saves time and money</li> </ul>	5.5 x 8.5	Text Image 5 x 8	45# Gloss	.07oz	4/4	NO BLEED	VERSIONS 20,000+ no up charge  VERSIONS less than 20,000 but greater than 10,000 incur an up charge of \$6/m

\* Side one CMYK (4-color); side two black and PMS 185