

Expand your client base by targeting
CUSTOMERS IN YOUR OWN NEIGHBORHOOD!
CALL US TODAY. WE ARE LOCAL (661) 428-3852



valushopper.com



Be part of the **SAVE** direct mail package and take advantage of the huge discount in postage fees by sharing the cost with the grocery stores in your area. **Our precision targeting enables your message to be delivered to your best customers.**

- Reach consumers across a neighborhood or market—based on demographics, category insights, and drive time radius—at the Sub-ZIP-Code level.
- Identify ideal areas for distribution with our easy-to-read reports and maps.
- Be in good company—enjoy distribution in a package with other top advertisers and drive engagement at key planning moments.

ADVERTISE IN VAL-U-SHOPPER
 PLEASE CALL 661.428.3852

VAL-U-SHOPPER
 BAKERSFIELD EDITION
 VOL.2

Family Motors Acura
 Where we treat you like family
 4625 Wible Rd, Bakersfield, CA 93313
 (661) 398-4260

ACURA
 PRECISION CRAFTED PERFORMANCE

FREE
 NO SERVICE SERVICE INSPECTION
 \$199.99
 \$69.99
 \$20 OFF
 15% OFF

Dine-In • Carry Out • Delivery

Cataldo's PIZZERIA
 FRESH NEW YORK STYLE PIZZA

Home of the 30 inch Pizza!

Family Special
 Choice of 12" or 14" Pizza
 \$9.95

12" Med. Specialty Pizza \$14.99
 14" Lrg. Pepperoni \$17.99
 16" 8-Top 1 Topping Pizza \$19.99

14" 8-Top 1 Topping Pizza \$14.99
 16" 8-Top 1 Topping Pizza \$17.99
 18" 8-Top 1 Topping Pizza \$19.99

661-397-5000



66%

of consumers say direct mail makes them aware of neighborhood stores, restaurants, and services.

Source: Valassis Consumer Study, 2020

Our advertisers benefit greatly from the ability to select those Sub-ZIP Codes that best match their target audience. **Don't mail to the most homes, mail to the best homes!**

CHOOSE THE RIGHT PRODUCT to deliver your message!

DYNAMIC POSTCARD



8.375" x 5"
9 pt. C-2-S*
Full color • Full bleed Direct Mail stand-alone (solo) postcard
One per household, per mailing
Sub-ZIP-Code distribution
Minimum order: 10,000

Express Option
with shorter deadlines and smaller quantities available

STAND-ALONE INSERTS

Delivered inside the **Save Direct Mail Package**

DESIGNED,
PRINTED
& MAILED



PREMIUM POSTCARD

10.875" x 5.5"
7 pt. cardstock*
Full color • Full bleed
Sub-ZIP-Code distribution
Minimum order: 10,000



HALF SHEET

8.5" x 5.5"
45# coated sheet*
Full color • No bleed
Sub-ZIP-Code distribution
Minimum order: 10,000



MEGA SHEET

10.75" x 12.25"
45# coated sheet*
Full color • No bleed
Sub-ZIP-Code distribution
Minimum order: 20,000



VALUE SHEET

8.5" x 11"
45# coated sheet*
Full color • No bleed
Sub-ZIP-Code distribution
Minimum order: 10,000



BIG 4

4-page: 9.5" x 22" folded to 9.5" x 11"
45# coated sheet*
Full color • No bleed
Sub-ZIP-Code distribution
Minimum order: 20,000

*Stock types subject to substitution with similar types due to paper shortages.