

# 2011 CLIPPER MAGAZINE & VALPAK INFORMATION



Two good sources of leads are the “Clipper Magazine” and “VALPAK”. The Clipper is a direct mail National four color magazine that is mailed directly to the consumer’s homes. The VALPAK is a color “coupon envelope” also mailed directly to the homes.

We have made it easy for you to advertise in these two publications. Please see spec ad Adobe files.

All you have to do is call the local office for each company. Each office can access these template ads and customize them for you. If you are not currently working with a local office, here are the national phone numbers and web site.

**CLIPPER MAGAZINE:** 1-888-569-5100

Also, access [www.clippermagazine.com](http://www.clippermagazine.com) for more information.

Spec ad FULL: SunairAwnings982FULL\_SPEC

½ : SunairAwnings982HALF\_SPEC

With Clipper you can do individual 50,000 household zones. However, the best deal is to do the “Regional supplements”. The regional supplement usually has approximately 10 zones, or 500,000 households. The “EARLY BUY” price per ½ page ad is close to about \$0.007 cent per household which is a good deal when you do the supplements at the 4 x issue rate. The normal rate is \$0.0085 per home in the supplement, which is still less than a penny per household

If you need further help, you may call the local Sunair® Baltimore Clipper representative [Matthew Page](#). He is very familiar with the ads and can get you going very fast. He can be reached at phone: 410-526-7026, or cell: 410-916-2529. He can also help you find the name and number to your local representative

**VALPAK:** 1-800-661-0964

Also, access [www.valpak.com](http://www.valpak.com) for more information.

Spec ad: 310501. 4564 – mhd

Do not hesitate to call our office with questions