

2022 MAP & SCHEDULE



NEED MORE CUSTOMERS?



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41,000 BUSINESSES TRUST THEIR ADVERTISING TO VALPAK

DOING BUSINESS WITH VALPAK® MAKES ADVERTISING FAST AND EASY



THE TOP 10 REASONS WHY VALPAK WORKS

1. Valpak is the most recognized direct mail program there is. Among the households receiving Valpak 93% open and look through the envelope.
2. Valpak consumers are upscale, educated, professionals — a quality audience with discretionary dollars to spend. The average Valpak household income is 32% higher than the US average.
3. Among households that open the envelope, 72% set aside coupons they intend to share or use.
4. There's no wasted coverage with our targeted mailing zones. You can mail locally or across the U.S.
5. Get a custom campaign that draws from years of insights unique to your industry. Valpak's category expertise ensures your campaign reaches the right audience at the right time.
6. Valpak builds consumer excitement and anticipation around mailings through national promotions such as Instant Win, which drives open-rates through randomly placing \$100 checks and prizes in envelopes.
7. You can select from a variety of formats including inserts, flyers, postcards and more to fit your product, message and budget.
8. Valpak.com® reaches internet-savvy shoppers looking for the best values.
9. Pre-approved programs with national companies make it easy for you to access the latest artwork or co-op templates to create a customized direct mail campaign.
10. Valpak is a leader in direct mail with over 50 years of marketing experience in building successful advertising campaigns based on best practices.

- We're your one-stop source for professional design, graphics, printing and mailing.
- Our quality products are held to the highest industry standards to enhance your company's image.
- Valpak saves you valuable time and money.

93% OPEN RATE

Among the households receiving Valpak 93% open and look through the envelope.

32% MORE

The average Valpak household has a 32% higher income than the average U.S. household.

Nielsen data with current year projections.

Source: 2019 Valpak Readership Study, April 2019.

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VALPAK® MAILING AREAS CENTRAL OHIO - TOTAL 450,000 HOMES

NTA	CITY	ZIP	MEDIAN HOME VALUE	MEDIAN HH INCOME
BEX	Bexley	43209, 43219, 43227	\$284,998	\$79,024
BLN	Blacklick North	43004, 43054, 43062, 43230	\$249,574	\$98,539
BLS	Blacklick South	43004, 43068, 43213, 43232	\$178,611	\$68,622
CLV	Clintonville	43202, 43214, 43224,	\$286,959	\$92,215
CWN	Canal Winchester North	43110, 43232	\$138,719	\$61,438
CWS	Canal Winchester South	43110, 4312, 43125, 43136	\$241,062	\$91,749
DEL	Delaware	43015, 43061, 43066	\$210,678	\$79,051
DUC	Dublin Central	43016, 43026, 43221	\$346,035	\$93,780
DUE	Dublin East	43016, 43017, 43235,	\$281,887	\$85,823
DUS	Dublin South	43016, 43017, 43235	\$237,057	\$76,229
DUW	Dublin West	43016, 43017, 43064, 43065,	\$450,657	\$168,193
GAN	Gahanna	43081, 43230	\$228,595	\$85,822
GAW	Gahanna West	43219, 43230,	\$205,350	\$78,196
GCE	Grove City East	43123, 43204, 43223, 43228	\$154,266	\$68,859
GCW	Grove City West	43123, 43146	\$233,876	\$95,361
GV	Grandview	43212, 43215	\$356,959	\$84,940
GWS	Galloway/West Columbus	43228, 43123, 43204, 43119	\$199,269	\$73,068
GYA	Galloway/ Grove City	43119, 43123, 43146, 43228,	\$170,316	\$65,512
HLN	Hilliard North	43026, 43221	\$271,248	\$102,644
HLS	Hilliard South	43026, 43204, 4328	\$211,063	\$68,700
HNW	Hilliard North West	43026	\$232,650	\$96,574
LAN	Lancaster	43130, 43148, 43150	\$209,921	\$74,601
LCA	Lewis Center	43021, 43035, 43240	\$298,636	\$111,161
LCN	Lewis Center North	43015, 43035	\$300,109	\$111,452
MP	Minerva Park	43081, 43229, 43230, 43231	\$165,299	\$67,853
NAA	New Albany	43054, 43230	\$379,657	\$130,570
NWC	Northwest Columbus	43085, 43220, 43235	\$278,863	\$90,365
PCC	Plain City	43016, 43026, 43064	\$254,941	\$92,772
PIC	Pickerington	43105, 43147	\$243,720	\$104,739
PJG	Pataskala/Johnstown Granville	43001, 43011, 43013, 43023, 43062	\$269,851	\$94,909
PKW	Pickerington West	43068, 43110, 43147, 43232	\$224,684	\$94,112
POD	Powell/Dublin	43016, 43065	\$384,952	\$134,522
PON	Powell North	43015, 43061, 43065	\$350,389	\$121,985
POW	Powell	43035, 43065, 43235	\$331,105	\$118,843
PTA	Pataskala	43062, 43068	\$212,371	\$93,540
RPU	Reynoldsburg	43068	\$176,366	\$76,507
UA	Upper Arlington	43214, 43220,	\$328,447	\$93,246
UAS	Souh Upper Arlington	43202, 43221	\$386,841	\$107,110
WES	Westerville	43081, 43231	\$221,713	\$86,394
WLT	New Albany/Westerville Little Turtle	43054, 43081	\$239,117	\$89,941
WNN	Westerville North	43081, 43082	\$346,984	\$130,748
WNS	Westerville North/Sunbury	43011, 43021, 43031, 43074, 43082	\$372,680	\$121,212
WON	Worthington North	43081, 43085, 43235, 43214, 43229,	\$254,490	\$89,519
WOS	Worthington South	43085, 43214, 43229	\$200,218	\$68,326
WTH	Whitehall	43213, 43227	\$120,588	\$43,728

Geographic and Zip Code Designations are APPROXIMATE and subject to CHANGE.



Valpak of Central Ohio 2022 PLANNING CALENDAR



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Week	Week of (Monday)	Holiday Schedule	In Home Week	Plus One Deadline	Valpak Deadline
1	1/3/22		1/6/22	12/8/21	12/17/21
2	1/10/22				
3	1/17/22	Martin Luther King, Jr. Day (1/17)			
4	1/24/22				
5	1/31/22		2/1/22	1/7/22	1/14/22
6	2/7/22	Valentine's Day (2/14)			
7	2/14/22	Presidents' Day (2/21)			
8	2/21/22				
9	2/28/22		3/1/22	2/7/22	2/11/22
10	3/7/22				
11	3/14/22	St. Patrick's Day (3/17)			
12	3/21/22				
13	3/28/22	Easter (4/17)			
14	4/4/22		4/5/22	3/14/22	3/18/22
15	4/11/22				
16	4/18/22				
17	4/25/22				
18	5/2/22	Mother's Day (5/8)	5/3/22	4/11/22	4/15/22
19	5/9/22				
20	5/16/22				
21	5/23/22				
22	5/30/22	Memorial Day (5/30)	5/31/22	5/9/22	5/13/22
23	6/6/22				
24	6/13/22	Father's Day (6/19)			
25	6/20/22				
26	6/27/22				
27	7/4/22	Independence Day (7/4)	7/5/22	6/13/22	6/17/22
28	7/11/22				
29	7/18/22				
30	7/25/22				
31	8/1/22		8/2/22	7/9/22	7/15/22
32	8/8/22				
33	8/15/22				
34	8/29/22				
35	9/5/22		8/30/22	8/8/22	8/12/22
36	9/12/22	Labor Day (9/5)			
37	9/19/22				
38	9/26/22				
39	10/3/22				
40	10/10/22		10/4/22	9/12/22	9/16/22
41	10/17/22	Columbus Day (10/10)			
42	10/24/22				
43	10/31/22	Halloween (10/31)			
44	11/7/22		11/1/22	10/10/22	10/14/22
45	11/14/22	Veterans Day (11/11)			
46	11/21/22				
47	11/28/22	Thanksgiving Day (11/25)			
48	12/5/22		11/29/22	11/3/22	11/11/22
49	12/12/22				
50	12/19/22				
51	12/26/22	Christmas Day (12/25)			
52	1/2/23	New Year's Day (1/1)			

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