



# Valpak of Central Ohio 2024 PLANNING CALENDAR

2140 Riverside Dr. Ste E Columbus, OH 43221 • (o) 614.486.7168 • (f) 614.486.1663 • www.valpakohio.com

Week	Week of (Monday)	Holiday Schedule	In Home Week	Plus One Deadline	Valpak Deadline	Job Number
1	1/1/24	New Years Day (1/1)	1/2/24	12/11/23	12/18/23	677112
2	1/8/24					
3	1/15/24	Martin Luther King, Jr. Day (1/15)				
4	1/22/24					
5	1/29/24		1/30/24	1/10/24	1/18/24	677113
6	2/5/24					
7	2/12/24	Valentine's Day (2/14)				
8	2/19/24	Presidents' Day (2/19)				
9	2/26/24		2/27/24	2/8/24	2/15/24	677114
10	3/4/24					
11	3/11/24	St. Patrick's Day (3/17)				
12	3/18/24					
13	3/25/24	Easter (3/31)				
14	4/1/24		4/2/24	3/14/24	3/21/24	677115
15	4/8/24					
16	4/15/24					
17	4/22/24					
18	4/29/24		4/25/24 & 5/16/24	4/4/24	4/11/24	677116 & 677125
19	5/6/24	Mother's Day (5/12)				
20	5/13/24					
21	5/20/24					
22	5/27/24	Memorial Day (5/27)	6/4/24	5/22/24	5/15/24	677117
23	6/3/24					
24	6/10/24	Father's Day (6/16)				
25	6/17/24					
26	6/24/24					
27	7/1/24	Independence Day (7/4)	7/2/24	6/20/24	6/13/24	677118
28	7/8/24					
29	7/15/24					
30	7/22/24					
31	7/29/24		7/30/24	7/18/24	7/11/24	677119
32	8/5/24					
33	8/12/24					
34	8/19/24					
35	8/26/24		8/27/24	8/15/24	8/8/24	677120
36	9/2/24	Labor Day (9/2)				
37	9/9/24					
38	9/16/24					
39	9/23/24					
40	9/30/24		10/1/24	9/19/24	9/12/24	677121
41	10/7/24	Columbus Day (10/14)				
42	10/14/24					
43	10/21/24					
44	10/28/24	Halloween (10/31)	10/29/24	10/17/24	10/10/24	677122
45	11/4/24					
46	11/11/24	Veterans Day (11/11)				
47	11/18/24					
48	11/25/24	Thanksgiving Day (11/28)	11/25/24	11/13/24	11/6/24	677123
49	12/2/24					
50	12/9/24					
51	12/16/24					
52	12/23/24	Christmas Day (12/25)				
53	12/30/24	New Year's Day (1/1)	12/30/24	12/16/24	12/9/24	677124

www.valpakohio.com

## GIVE 'EM A REASON TO SPEND!

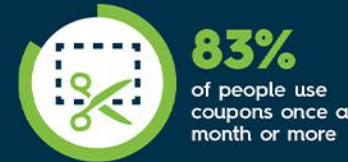


### DIRECT MAIL COUPONS: THE UNDISPUTED WINNER

Since 2001, Valpak® has measured consumer engagement with direct mail coupons. Coupons continue to drive consumer purchase decisions, enabling advertisers to increase sales and brand awareness with direct mail advertising.

### LET'S SEE HOW COUPONS PLAY A ROLE IN CONSUMERS' LIVES:

#### EVERYBODY LOVES SAVING MONEY



#### PEOPLE TRUST THE BLUE ENVELOPE®



#### FINAL THOUGHTS

Harnessing decades of direct mail experience, Valpak continues to lead the industry in providing dynamic advertising solutions for local businesses. By targeting our advertisers' messages and sending them at the right frequency, we ensure no wasted coverage and maximum ROI. If you're struggling with the best way to market your business, or just want to talk advertising, contact your local Valpak representative today.

#### ABOUT THE RESEARCH

During April - May 2023, Valpak surveyed consumers residing in Valpak mailed ZIP codes, utilizing PureSpectrum's® Sample Management Platform. Quotas were implemented to ensure a mix of ages, gender, ethnicity, and geography. 2,007 surveys were completed for a ±2.07% margin of error at the 95% confidence level. Questions with a lower n-size have a slightly higher margin of error.



# 2024 MAP & SCHEDULE



# 91%

Among households receiving Valpak®,  
91% open and look through the envelope!\*

\*Source: 2023 Valpak Readership Study



2140 Riverside Dr. Ste E  
Columbus, OH 43221  
Phone: 614.486.7168  
Fax: 614.486.1663  
www.valpakohio.com