

# SOLO Values®

## Solo Values

Solo Values offers customized direct mail tailored for specific needs. This turn-key direct mail program lets us mail for clients beyond the Valpak envelope. While most frequently used for addresses other than a franchise's selected NTAs, Solo Values is also a valuable resource for one-off promotions such as post card announcements for a grand opening or special sale. Solo Values also works well in conjunction with the Valpak envelope to expand the reach or frequency of program advertising.

- For special market coverage to compliment a Valpak mailing
- To target geographically – radius mailings around a location or a target market area
- To reach specific market segments – with targeted consumer or business lists
- For time-sensitive promotions – grand openings special sales events, holidays, or limited time offers
- To respond quickly to promotion opportunities, competitive factors or market conditions
- Pinpoint targeting – create the ideal target customer list. List options include (but are not limited to) the following selections: carrier routes, age, families with children, zip codes, income, birthdays, cities, homeowners, and businesses.

