



Discover Our Blended
Advertising Canvas

Build Brand Affinity

Realize Pennies Per View

Provide Retail Support

Have You Met America's New Brand Manager?

(her shopping plans today will determine your market position tomorrow.)

Introduce New Products

Boost Category Sales

connecting people to brands

Hispanic Co-op

Benefits

- Number One Hispanic FSI
- Opt-in Spanish Language Media that is welcomed in Hispanic households.
- Pennies Per View
Achieve a broad reach that's cost efficient.
- Targeted Scale
Select desirable markets or full coverage.
- No Hidden Charges
No additional fees for regional placements!
Select by available forms.

The nation's top 50 advertisers allocate more than 91% of their Hispanic Media budgets to Spanish-language ads and only 8% to English-language ads. ^N

Hispanic Readership fact:

71%



of Hispanic newspaper readers read and/or look at free standing inserts.

Source: 2006 Circulation Verification Council & Ethnic Print Media Group Study

Features

- Reaches 4,317,000 households
- Delivered 7+ times each year
3 more dates than our largest competitor
- Category exclusive
- Controlled delivery
Newspapers monitored for adherence to quality standards
- Full page, half page and spreads
- Preferred placement available for maximum visibility

Talk to the household decision maker

She makes one hundred decisions a day. Make one of them easier.

Deliver your message where she actually looks for it. In her newspaper.

Why her?

- Nearly 12 million U.S. households - that's one in every 10 are Hispanic. By 2020, that number will jump to one in every five. ^U
- Hispanics spend 46% more than the typical American consumer on groceries. ^F
- Hispanics shop 26 grocery trips per month, three times more than the average of the general U.S. shopper. ^F
- Hispanics households spend an average of \$133 per week on groceries - significantly higher than \$92.50 per week for shoppers of other ethnic groups. ^F
- Hispanic shoppers budget more often than other market segments. The majority (62%) plan their trip before preparing a shopping list and by looking at weekly circulars and advertisements for specials and comparing prices at different stores. ^E



E: 2005 FMI El Mercado Report
N: New Readers & Revenue 2005
U: U.S. Census 2006
F: Food Marketing Institute 2000
FE: Food Marketing Institute El Mercado Report 2005

Valassis, the nation's leading marketing services company, offers unique and diverse media plans with the most comprehensive product and customer portfolio in the industry.



Discover the beauty of a blended advertising canvas built to combine the art of a full-color ROP advertisement and the trackability of an FSI, without costly surcharges or hidden fees for regional placements.

- Reach 4,317,000 Hispanic Households
- Target 27 Top Hispanic DMAs
- Leverage Our Frequency
Valassis Hispanic FSI delivers 7+ times each year; 3 more dates than our largest competitor
- Eliminate Surcharges
Unlike our competitors, we don't add fees for regional insertions
- Experience Controlled Distribution
Our newspapers are monitored for adherence to Valassis' best-in-class quality standards

The Hispanic Co-Op is a four-color cooperative, multi-page, free-standing color insert distributed in leading Spanish-language newspapers in the nation's top Hispanic DMAs.

Hispanic DMAs

- Los Angeles
- New York
- Miami- Ft. Lauderdale
- Chicago
- Houston
- Dallas-Fort. Worth
- San. Francisco - Oakland-San Jose
- Phoenix
- San Antonio
- Harlingen-Weslaco-Brownsville-McAllen
- Sacramento-Stockton-Modesto
- Fresno-Visalia
- San Diego
- Denver
- El Paso
- Albuquerque-Santa Fe
- Washington DC
- Philadelphia
- Orlando-Daytona Beach-Melbourne
- Atlanta
- Tampa-St. Petersburg
- Las Vegas
- Austin
- West Palm Beach
- Philadelphia Charlotte
- Greensboro-High Point-Winston Salem
- Raleigh-Durham

FSI Date Schedule

Insert Date	Material Due Date
1/6/08	11/2/07
2/3/08	12/14/07
4/27/08	3/7/08
7/27/08	6/6/08
9/7/08	7/11/08
9/28/08	8/1/08

Rates*:

Full-Page:

Half-Page:

* Standard Premium Placement Fees Apply

- Premium Page Positions Available:
Front Cover, Back Cover
- Category Exclusivity
Sold on a first to contract basis
- Multi-Format Options
Full page, half page and spreads
Coupons must be flexible

Valassis, the nation's leading marketing services company, offers unique and diverse media plans with the most comprehensive product and customer portfolio in the industry.