



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. <sup>N</sup>

## 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. <sup>U</sup>
- Hispanics spend 46% more than the typical American consumer on groceries. <sup>F</sup>
- Hispanics shop 26 grocery trips per month, three times more than the average of the general U.S. shopper. <sup>F</sup>
- Hispanics households spend an average of \$133 per week on groceries - significantly higher than \$92.50 per week for shoppers of other ethnic groups. <sup>F</sup>
- 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. <sup>E</sup>



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 cost 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

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