

# Valpak®

# 2010

## REGIONAL IN-HOME SCHEDULE



REGION 1 →

Midwestern Region

REGION 2 →

Northeastern Region  
(Includes Canada)

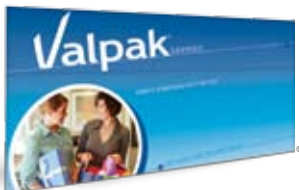
REGION 3 →

Southern Region

REGION 4 →

Western Region

### Valpak® 2010 Regional In-Home Schedule



Valpak mails each region of the U.S. and Canada once a month so your advertising message arrives within a targeted time frame in the city, DMA, state/province or region you choose. Use the Valpak 2010 Regional In-Home Schedule as a reference tool when looking to place intermarket, regional or national advertising. For specific dates and coverage, contact your Valpak representative.



## REGION 1

Midwestern Region



## REGION 2

Northeastern Region

### In-Home Dates

Jan 11 - Jan 15

Feb 8 - Feb 12

Mar 8 - Mar 12

Apr 12 - Apr 16

May 10 - May 14

June 7 - June 11

July 12 - July 16

Aug 9 - Aug 13

Sept 7 - Sept 10

Oct 12 - Oct 15

Nov 8 - Nov 12

Dec 6 - Dec 10

### In-Home Dates

Jan 19 - Jan 22

Feb 15 - Feb 19

Mar 15 - Mar 19

Apr 19 - Apr 23

May 17 - May 21

June 14 - June 18

July 19 - July 23

Aug 16 - Aug 20

Sep 13 - Sep 17

Oct 18 to Oct 22

Nov 15 - Nov 19

Dec 9 - Dec 16

### Coverage by State and DMA:

#### ILLINOIS

\*Chicago, IL/IN  
Peoria-Bloomington, IL  
Rockford, IL  
S. Illinois, IL

#### INDIANA

Indianapolis, IN

#### IOWA

Cedar Rapids-Waterloo-Dubuque, IA  
\*Davenport-Rock Island-Moline, IA/IL  
\*Des Moines-Ames, IA/IL

#### KANSAS

Wichita-Hutchinson Plus, KS

#### KENTUCKY

Lexington, KY  
Louisville, KY

#### MICHIGAN

Detroit, MI  
Flint-Saginaw-Bay City, MI  
Grand Rapids-Kalamazoo-  
Battle Creek, MI  
Lansing, MI  
Traverse City-Cadillac, MI

#### MINNESOTA

Duluth-  
\*Minneapolis-St. Paul, MN/WI

#### MISSOURI

\*Kansas City, MO/KS  
\*St. Louis, MO/IL

#### NEBRASKA

Lincoln & Hastings-Kearny, NE  
Omaha, NE

#### OHIO

\*Cincinnati, OH/IN/KY  
Cleveland, OH  
Columbus, OH  
Dayton, OH  
Toledo, OH

#### PENNSYLVANIA

Erie, PA  
\*Pittsburgh, PA/MD/WV

#### SOUTH DAKOTA

Sioux Falls-Mitchell, SD

#### WEST VIRGINIA

Charleston, WV

#### WISCONSIN

Chippewa Valley, WI  
Green Bay-Appleton, WI  
La Crosse-Eau Claire, WI  
Madison, WI  
Milwaukee, WI

### Coverage by State and DMA:

#### CONNECTICUT

Hartford-New Haven, CT

#### DELAWARE

(part of Philadelphia, PA DMA)

#### DISTRICT OF COLUMBIA

\*Washington, D.C./Hagerstown, MD

#### MARYLAND

Baltimore, MD

#### MASSACHUSETTS

\*Boston-Manchester, MA/NH  
Springfield-Holyoke, MA

#### NEW HAMPSHIRE

(part of Boston, MA DMA)  
Londonderry-Nashua-Portsmouth, NH

#### NEW JERSEY

(part of New York, NY DMA and  
Philadelphia, PA DMA)

#### NEW YORK

\*Albany-Schenectady-Troy, NY/MA/VT  
Buffalo, NY  
\*New York, NY/CT/NJ  
Rochester, NY

#### PENNSYLVANIA

Harrisburg-Lancaster-Lebanon-York, PA  
Johnstown-Altoona, PA  
\*Philadelphia, PA/NJ/DE  
Wilkes-Barre-Scranton, PA

#### RHODE ISLAND

\*Providence-New Bedford, RI/MA

#### WEST VIRGINIA

(Eastern Panhandle)  
Martinsburg, WV (part of  
Washington D.C. DMA)

\*Some DMAs include coverage in adjacent states. For specific DMA dates and coverage, contact your Valpak representative. In-Home dates subject to change. In-Home dates are not guaranteed by the USPS.

Coverage by State and DMA information is current as of July 2009

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## REGION 3

Southern Region



## REGION 4

Western Region

### In-Home Dates

Jan 25 - Jan 29

Feb 22 - Feb 26

Mar 22 - Mar 26

Apr 26 - Apr 30

May 24 - May 28

June 21 - June 25

July 26 - July 30

Aug 23 - Aug 27

Sep 20 - Sept 24

Oct 25 - Oct 29

Nov 22 - Nov 26

Dec 14 - Dec 17\*\*

Dec 27 - Jan 5

### In-Home Dates

Jan 4 - Jan 8

Feb 1 - Feb 5

Mar 1 - Mar 5

Apr 5 - Apr 9

May 3 - May 7

June 1 - June 4

July 6 - July 9

Aug 2 - Aug 6

Aug 30 - Sept 3

Oct 4 - Oct 8

Nov 1 - Nov 5

Nov 29 - Dec 3

### Coverage by State and DMA:

#### ALABAMA

Birmingham-Anniston-Tuscaloosa, AL  
\*Mobile-Pensacola, AL/FL

#### ARIZONA

Phoenix, AZ  
Tucson, AZ

#### FLORIDA

Ft. Myers-Naples, FL  
\*Jacksonville-Brunswick, FL/GA  
Miami-Ft. Lauderdale, FL  
Orlando-Daytona Beach-Melbourne, FL  
Tampa-St. Petersburg-Sarasota, FL  
West Palm Beach-Ft. Pierce, FL

#### GEORGIA

Atlanta, GA  
Macon, GA  
\*Savannah, GA/SC

#### LOUISIANA

Baton Rouge, LA  
Lafayette, LA  
New Orleans, LA

#### NORTH CAROLINA

\*Charlotte, NC/SC  
Greensboro-High Pt. -  
Winston Salem, NC  
Raleigh-Durham-Fayetteville, NC  
Wilmington, NC

#### OKLAHOMA

Oklahoma City, OK  
Tulsa, OK

#### SOUTH CAROLINA

Charleston, SC  
Columbia, SC  
Florence-Myrtle Beach, SC  
\*Greenville-Spartanburg-  
Asheville-Anderson, SC/NC

#### TENNESSEE

Knoxville, TN  
\*Memphis, TN/MS  
Nashville, TN

#### TEXAS

Austin, TX  
Corpus Christi, TX  
Dallas-Ft. Worth, TX  
Houston, TX  
San Antonio, TX  
Harlingen-Weslaco-  
Brownville-McAllen, TX

#### VIRGINIA

Charlottesville, VA  
Harrisonburg, VA  
Norfolk-Portsmouth-Newport  
News, VA  
Richmond-Petersburg, VA  
Roanoke-Lynchburg, VA

\*\*Atlanta, GA  
Mobile-Pensacola, AL/FL  
Austin, TX  
Savannah, GA/SC  
Oklahoma City, OK  
Tulsa, OK  
Columbia, SC  
Fayetteville, NC  
Baton Rouge, LA  
Lafayette, LA  
Miami-Ft. Lauderdale, FL  
Tampa-St. Petersburg-Sarasota, FL  
West Palm Beach, FL

### Coverage by State and DMA:

#### ALASKA

Anchorage, AK  
(In-home dates are one week later)

#### CALIFORNIA

Fresno-Visalia, CA  
Los Angeles, CA  
Monterey-Salinas, CA  
Palm Springs, CA  
Sacramento-Stockton-Modesto, CA  
San Diego, CA  
San Francisco-Oakland-San Jose, CA  
Santa Barbara-Santa Maria-  
San Luis Obispo, CA

#### COLORADO

Colorado Springs-Pueblo, CO  
\*Denver, CO/WY

#### HAWAII

Honolulu, HI  
(In-home dates are one week later)

#### IDAHO

Boise, ID  
Idaho Falls-Pocatello, ID  
Twin Falls, ID

#### MONTANA

Missoula, MT

#### NEVADA

Las Vegas, NV  
Reno, NV

#### NEW MEXICO

Albuquerque-Santa Fe, NM

#### OREGON

Medford-Klamath Falls, OR  
\*Portland, OR/WA

#### UTAH

Salt Lake City, UT

#### WASHINGTON

Seattle-Tacoma, WA  
\*Spokane, WA/ID  
S.W. WA, WA  
Yakima-Pasco-Richland-Kennewick, WA

#### WYOMING

\*Cheyenne-Scottsbluff-Sterling, WY/NE/CO

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## REGION 2 - CANADA

### In-Home Dates

Jan 19 - Jan 22

Feb 15 - Feb 19

Mar 15 - Mar 19

Apr 19 - Apr 23

May 17 - May 21

June 14 - June 18

July 19 - July 23

Aug 16 - Aug 20

Sep 13 - Sep 17

Oct 18 to Oct 22

Nov 15 - Nov 19

Dec 9 - Dec 16

### Provinces/Cities:

#### NEW BRUNSWICK

Saint John

#### ALBERTA

Edmonton

#### ONTARIO

East Durham

Hamilton

Niagara

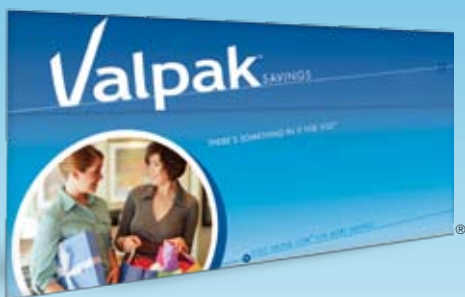
Ottawa

York



# Valpak

connects you to your  
best customers –  
around town or across  
North America.



# Valpak 2010 Regional In-Home Schedule

Dates shown are in-home dates

MIDWEST

NORTHEAST  
AND CANADA

SOUTH

WEST

## January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

## March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

## April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

## May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

## July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

## September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

## October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

## December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1