

Polybag Program Overview

As part of the Automotive Program, Valassis is offering this high-impact advertising solution in addition to other newspaper and mailed media options.

Polybags are printed with advertisements on the outer jacket and utilized to deliver newspapers to subscriber homes.



Benefits

- **Unique Product Offering** – Delivers powerful messages & offers right to the consumer's doorstep.
- **High-Impact Advertising** – Readers see your client's ad first; even before the front page news.
- **Helps Generate Traffic & Brand Awareness** – Great for grand openings, special events, calls to action or new incentives & promotions.
- **Exclusivity** – Only one allowed per IHD.
- **Cross Channel** – Beyond Shared Mail Program.

Polybag and Polybag+ Specifications

- Minimum Circulation: 100K per bag size
- Sizes: 9" x 23" or 11" x 23"*
*Size determined by publication
– Polybag+ has additional 4" tear-off coupon
- Color Options: 1-8 colors
– 1 sided or 2 sided print options available.
Note: Artwork common for 2 sided versions
- 1.2 Mil strength
– 1 Sided Bags – White/Clear
– 2 Sided Bags – White/White
- Lead Time: approximately 8 weeks*
*Please confirm with your Valassis sales executive at time of order. Some publications require longer lead times.
- Distributed in Paid Newspapers within the Top 50 DMA's
- **Sunday in-home delivery**