

# VALUES

NEWS MAGAZINE & VALUENEWS.COM



WE ARE TARGETED  
DIRECT MAIL &  
DIGITAL MARKETING.

*"In 2½ months our VALUES advertising has produced 94 customers and we estimate over \$35,000 in service orders."*

- David, Nissan

*For over 27 years, VALUES News Magazine and ValueNews.com has provided local businesses with better marketing for better results.*

VALUES News Magazine and Valuenews.com helps businesses reach the neighborhoods most likely to generate leads for their company. It is a one stop, cost-effective approach that enables them to target an audience in Oklahoma: Tulsa, Broken Arrow, Owasso, Collinsville, Bixby, Jenks, Sapulpa, Claremore, Catoosa, Inola, and Chelsea.

In addition to our direct mail marketing magazine, we also provide mobile-friendly digital products that reach consumers anywhere, anytime. We successfully build our clients a responsive landing page optimized for search engines with SEO; and are recognized by multiple search engines under various keywords and categories.

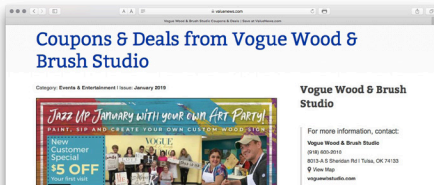
It is our outstanding product presentation which makes advertising with us both effective and affordable for businesses of all sizes. VALUES News Magazine and ValueNews.com digital and marketing mail work for most types of businesses, including auto service & sales, institutions, events, restaurants, retail, medical, dental, home improvement and professional services.

## SERVICES INCLUDE:

### 1. Digital Landing Page.

Vogue Wood & Brush Studio Coupons & Deals | Save at ValueNews ...  
[https://www.valuenews.com/free-coupons-deals/vogue-wood-brush-studio\\_ad14140](https://www.valuenews.com/free-coupons-deals/vogue-wood-brush-studio_ad14140)  
Book now for Holiday parties and put the Art back into party! Paint, sip and create your own custom wood sign at Vogue Wood & Brush Studio! No artistic ability ...

### 2. Your interactive ad on ValueNews.com with printable coupons.



### 3. News articles about your business.

### 4. Social Media, email blasts & SEO.



Words are powerful. Brandy and Richard Flewellen are on a mission to see powerful words beautifully displayed in the homes of Tulsans and the impact of their words and mission is immediately felt upon entering Vogue Wood & Brush Studio.



VALUENEWS.COM  
Sign On for a Great Experience | Value News Articles  
Vogue Wood and Brush Studio's mission began in November 2017 when...

### 5. Direct Marketing Mail print ad in VALUES News Magazine.



# BETTER MARKETING, BETTER RESULTS

VALUES News Magazine targets upscale households with above average incomes. We don't shotgun or saturate every door. We reach your BEST customers and prospects in their homes and online!

Our magazine stands out in the mailbox and gets OPENED. Consumers find information and savings from LOCAL merchants and service providers they can only get from VALUES and ValueNews.com.

*"It has provided us outstanding exposure. New customers come from a distance to shop our store in Bixby. It has brought us new customers and also helps us retain established customers."*

- Kelly, Twisted Soul Sisters

## AVAILABLE PACKAGES

Silver	Gold	Platinum
¼ Page Direct Mail	½ Page Direct Mail	Full Page Direct Mail
Digital Landing Page	Digital Landing Page	Digital Landing Page
Digital Banner Ad	Digital Banner Ad	Digital Banner Ad
Digital Tile Ad	Digital Tile Ad	Digital Tile Ad
SEO	SEO	SEO
Call Tracking	Call Tracking	Call Tracking
Page View Report	Page View Report	Page View Report
Research & Design	Research & Design	Research & Design
Meta, Keywords	Meta, Keywords	Meta, Keywords
Descriptions	Descriptions	Descriptions
Links, Map	Links, Map	Links, Map
Social Media	Social Media	Social Media
Buttons	Buttons	Buttons

**Call 918-828-9600 for rates and special discounts.**

\*Article information; front cover and premium positions available.

*"Having VALUES & ValueNews.com as a part of our advertising portfolio enables us to grow and maintain consistency with our business. It has more than paid for itself, year after year. We've had good results and expect them to continue."*

- Kalan, LCI Concrete

## AD SIZES AND DIGITAL FILE SPECIFICATIONS

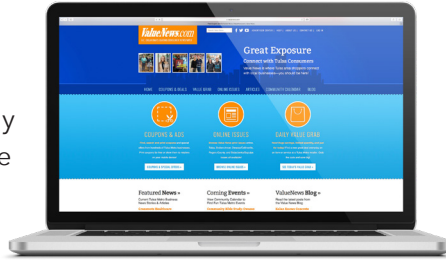
¼ Page Ad	½ Page Ad	Full Page Ad
3.8" wide by 4.9" tall	7.75" wide by 4.9" tall	7.75" wide by 10" tall
PDF filetype at 300dpi	PDF filetype at 300dpi	PDF filetype at 300dpi



## DEMOGRAPHICS

### Magazine Marketing Mail Demographics

- ✓ Avg. age: 35-64
- ✓ Approximately 90,000 households mailed monthly targeting \$80,000+ income households; mailing is divided into 5 separate community areas in Northeastern Oklahoma.



### Digital Demographics

- ✓ Avg. age: 25 - 35
- ✓ Over 36,000 local users
- ✓ 78,811 page views
- ✓ 47% bounce rate
- ✓ Online Users/Visitors find you via your ValueNews.com SEO Landing Page.

#### Tulsa

74105, 74112, 74114, 74133, 74134, 74135, 74136, 74137, & 74145

#### Broken Arrow

74011, 74012, & 74014

#### Owasso/Collinsville

74055 & 74021

#### Bixby/Jenks/Sapulpa

Bixby - 74008  
Sapulpa - 74066  
& Jenks - 74037

#### Rogers County

Claremore - 74017 & 74019  
Catoosa - 74015  
Chelsea - 74016  
Oologah - 74053  
Inola - 74036

*"We close two to three really great jobs following an ad...I know it works for us."*

- Tony, Tile by Tony

## ADVERTISING DEADLINES\*

Issue Month	Rough Copy Due	Digital Copy Ready	In-Home Date
January	Dec. 14	Dec. 18	Jan. 3, 4, 5
February	Jan. 15	Jan. 19	Jan. 31, Feb. 1, 2
March	Feb. 12	Feb. 18	Feb. 28, March 1, 2
April	Mar. 15	Mar. 19	Apr. 4, 5, 6
May	Apr. 15	Apr. 22	May 2, 3, 4
June	May 15	May 20	May 30, 31, June 1
July	June 14	June 22	July 5, 6, 7
August	July 15	July 22	Aug. 1, 2, 3
September	Aug. 16	Aug. 26	Sept. 4, 5, 6
October	Sept. 13	Sept. 23	Oct. 2, 3, 4
November	Oct. 15	Oct. 21	Oct. 31, Nov. 1, 2
December	Nov. 12	Nov. 18	Nov. 29, 30, Dec. 3
January	Dec. 10	Dec. 16	Jan. 6, 7, 8

\*Article deadlines differ.

*"I had hopes that Values would reach a new level of clients and I was not mistaken. I saw fairly immediate results that have continued."*

- James, Browning Clinical Hypnotherapy

**VALUES**  
BROKEN ARROW

CELEBRATE EARTH  
DAY AT THE SPRING  
HOME & OUTDOOR  
LIVING EXPO

INTEGRITY IN ACTION

INTER TWISTED SOUL  
SISTERS CONTEST

**VALUES**  
BIXBY, JENKS & SAPULPA

WHOLE PERSON  
EDUCATION

UNFORGETTABLE FRESH  
FRUIT ARRANGEMENTS

HAPPY HEALTHY TREES

**VALUES**  
BIXBY, JENKS & SAPULPA

STOP CLEANING  
YOUR GUTTERS

LEADING THE  
MODERN LEADER

OCTOBEREST  
SCHEDULE

**VALUES**  
BIXBY, JENKS & SAPULPA

AREA-WIDE  
PATRIOTIC EVENTS

EVERYONE HAS A  
FAMILY HISTORY

THE PERFECT TIME  
TO TREAT YOURSELF

**VALUES**  
OWASSO & COLLINSVILLE

A PURSUIT OF  
PERFECTION

KEEPING YOUR HOME  
AND BUSINESS SAFE

INTER TWISTED SOUL  
SISTERS CONTEST

**VALUES**  
ROGERS COUNTY

IT'S PICKN'  
SEASON!

INTEGRITY IN ACTION

INTER TWISTED SOUL  
SISTERS CONTEST

**VALUES**  
OWASSO & COLLINSVILLE

SWEET  
OWASSOANS  
DUSTIA AND  
DISCANT  
CARACE DOOR

DR. BRADLEY  
LAWSON ON  
SPORTS INJURIES

IS YOUR FITNESS  
ROUTINE OPTIMAL?

# SUCCESS... ARE YOU RECEIVING AT LEAST 3 TO 4 TIMES YOUR RETURN ON INVESTMENT?

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*"I have had more response from customers reading our ad and redeeming their coupons than any other ad I have ever placed."*

- Michelle, Stonebridge Garden Center

*"I was amazed by the number of calls that had started coming in. I have gotten several regular clients from the ads already!"*

- Manda, Massage Therapist

*"This company has changed my business. It's the best bang for the buck!"*

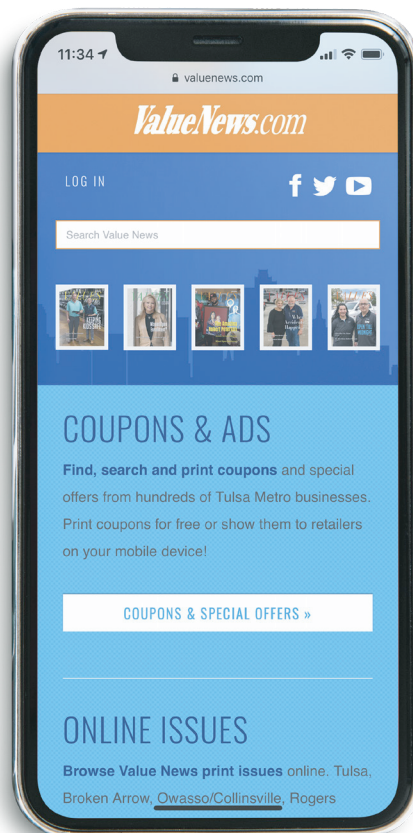
- Jonathan, The Clock Store

*"Great magazine and web advertising for local people and business."*

- Larry, The Spy Shop

*"VALUES is an amazing place to advertise. They have an amazing team. I highly recommend it."*

- Dr. Trissy, Academic Advantage



## VALUES NEWS MAGAZINE

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P.O. BOX 35525  
TULSA, OK 74153  
**VALUENEWS.COM**

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FOR ADVERTISING  
INFORMATION, CALL  
**918-828-9600**