

Why Advertise with Direct Mail?

- **Grow Your Business/Find New Customers**
Increasing the exposure of your business, products and services with consumers in your immediate marketing area, leads to increases traffic and profits.
- **It's All About The People**
Use our cooperative direct marketing to reach prospects who have recently moved to the area, reward current customers with special promotions and offers, promote a new product or service, or announce a grand opening.

Why Advertise with SuperCoups?

- **Affordable**
– Receive the benefits of solo direct mail at a fraction of the cost with co-operative direct mail.
- **Targeting**
– Pinpoint the customers and choose the markets you want to reach.
- **Exposure**
– Build name recognition in your market.
- **Measurable**
– Track the effectiveness of your advertising dollar.
– See the results of your advertising investment.
- **Frequency**
– Response can double over multiple mailings throughout the year.
- **Shelf Life**
– One mailing brings customers to you for several weeks or months.
- **Full Page**
– Your ad receives the full attention of the consumer.
- **Incentive**
– Give the consumer a reason to act now.
- **Quality Image**
– Present an upscale, professional image of your business.



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[facebook.com/SuperCoups](https://www.facebook.com/SuperCoups)

Why Advertise with SuperCoups?



One Low Price Does It All!

*Full Color, Glossy Coupons
For Just Pennies A Home!*

- **Marketing Consultation** • **Graphic Design**
- **Proofs** • **Four-Color Printing**
- **Postage** • **Mailing**

Dollar-for-dollar, co-op direct mail is the most cost-effective, consumer-focused marketing option to drive new business. In fact, two out of three consumers plan their shopping based on coupons and special offers they receive in the mail.¹

- Consumers' use of coupons has gone up in 2012 to 79.8%.
Source: Valassis, "NCH Annual Topline US CPG Coupon Facts," 2013.
- 65% of Consumers made a purchase as a result of a marketing message received via direct mail.
Source: ExactTarget, "2012 Channel Preferences Survey."
- 83.7% of the mail received in homes contained an advertisement.
Source: USPS Household Diary Study, 2012.
- 3.0 billion coupons were redeemed in 2012.
Source: Inmar "2013 Coupons Trends: 2012 Year-End Report."

SuperCoups

Local Coupons. Super Savings.

MAILING INFORMATION

SuperCoups of East Bergen County

110 Chestnut Ridge Rd., #206
Montvale, NJ 07645
mcontrer@optonline.net



*Helping Businesses Grow
For Over 30 Years!*

Call Your Marketing Consultant Today!

201.741.1210

www.supercoupsfeastbergen.com

In-Home Mail Dates

BERGEN EAST

01/24 03/07 04/11 05/16 06/20 09/03 10/10 11/21

902760	Oradell/Paramus (N)/River Edge	10,000
902810	Harrington Park/Northvale/Norwood/ Old Tappan/Rivervale	10,000
902820	Cresskill/Dumont/Haworth	10,000
902830	Englewood/Englewood Cliffs	10,000
902980	Emerson/Westwood/Township of Washington	10,000
902990	Hillsdale/Montvale/Park Ridge/ Woodcliff Lake	10,000
903000	Alpine/Closter/Demarest/Tenafly	10,000
903010	Paramus (S)/Rochelle Park/Saddle Brook (Part)	10,000

BERGEN WEST

02/15 03/07 04/24 06/12 08/09 09/18 12/5

902710	Hawthorne/North Haledon	10,000
902730	E. Ridgewood/Glen Rock	10,000
902740	Midland Park/W. Ridgewood/Wyckoff	10,000
902750	Fair Lawn	10,000
902770	Allendale/Ho Ho Kus/Saddle River/Waldwick	10,000
902780	Elmwood Park/(Part) Fair Lawn/ (Part) Saddle Brook	10,000
902790	Franklin Lakes/(Part) Mahwah/Oakland	10,000
902800	Mahwah/Ramsey	10,000

BERGEN SOUTH

03/28 05/23 9/26 11/21

100430	Bergenfield/New Milford	10,000
100440	Teaneck	10,000
900380	Lodi	7,500
100290	Hackensack/Maywood	7,800
727000	Wood Ridge/Hasbrouck Heights	7,500
727020	Moonachie/South Hackensack/Little Ferry	7,500
727030	Bogota/Ridgefield Park	7,500

MORRIS WEST

02/05 03/19 05/07 06/18 08/27 10/08 11/26

974090	Budd Lake/Flanders/Hackettstown	10,000
974100	Hackettstown	10,000
974110	Long Valley/Chester/Mendham	10,000

In-Home Mail Dates

MORRIS EAST/UNION*

02/05 03/20 04/30 06/10 08/26 10/03 11/19

MR01	Morristown/Morris Twp/Convent Station/ New Vernon	10,000
MR02	Morris Plains/Denville/Rockaway (Part)	10,000
MR03	Madison/Chatham/Chatham Twp/Green Village	10,000
MR04	Hanovers/Whippany/Cedar Knolls/ Florham Park	10,000
MR05	Parsippany/Lk. Hiawatha/Montville/Pine Brook	10,000
MR06	Mountain Lks./Denville North/Rockaway Twp.	10,000
MR08	Randolph/Mt. Freedom/Union Hill	10,000
MR09	Flanders/Succasunna/Ledgewood/ Landing (part)/Hopatkong(part)	10,000

02/07 04/04 05/30 08/08 10/03 11/19

SM15	Basking Ridge/Bernardsville	10,000
SM16	Warren/Watchung/Green Brook/Dunellen	10,000
UN17	Summit/New Providence/ Berkely Heights/Chatham Twp.	10,000
UN18	Gillette, Stirling/Millington/ Berkely Heights (part)/Warren (part)	10,000

HUDSON

02/06 05/29 08/28 10/16 12/11

924000	Bayonne South	10,000
924010	Bayonne North	10,000
924020	Jersey City - Downtown (West of Marin Blvd. to 78)	10,000
924030	Jersey City - Newport-Paulus Hook (East of Marin Blvd)	10,000

02/06 03/27 05/08 08/28 10/16 12/04

926000	Hoboken (North)	10,000
926010	Hoboken (South)	10,000
926090	North Bergen/Secaucus	10,000

SOMERSET*

02/04 04/01 05/28 08/07 10/03 11/19

HS21	Ringoes/Flemington	10,000
HS22	Bridgewater/Bound Brook	10,000
HS23	Hillsborough/Neshanic Station	10,000
HS24	Lebanon/Oldwick/Somerville/ Whitehouse Station	10,000
HS25	Raritan Twp/Somerville	10,000

In-Home Mail Dates

MONMOUTH*

03/08 04/28 06/23 09/09 11/10

503950	Holmdel/Colts Neck	10,000
990010	Ocean Twp./Tinton Falls/Oakhurst	10,000
990020	Eatontown/Tinton Falls/Ft. Monmouth/Oceanport	10,000
990100	Red Bank/Shrewsbury/Lincroft/Tinton Falls	10,000
990120	Middletown	10,000
990130	Rumson/Sea Bright/Locust/Fair Haven/Little Silver	10,000
990140	Port Monmouth/Belford/Leonardo/ Atlantic Highlands	10,000
990150	Hazlet/Union Beach/Keyport	10,000
990450	Matawan/Aberdeen/Cliffwood	10,000
991170	N. Middletown/Keansburg/Holmdel	10,000

OCEAN

02/12 04/23 06/25 09/05 11/20

991110	Spring Lake/Brielle/Manasquan/Sea Girt	10,000
991100	Avon By The Sea/Belmar/ Bradley Beach/Ocean Grove	10,000
990170	Point Pleasant Beach	10,000
990180	Bricktown North (Includes Ramtown)	10,000
990190	Bricktown South (Includes Seaview Village)	10,000
990000	Toms River Central	10,000
990200	Toms River North and East	10,000
990210	Toms River West	10,000
990220	Bayville/Beachwood/Pine Beach	10,000
990590	Forked River/Lanoka Harbor/Waretown	10,000

ROCKLAND

01/27 03/24 05/19 07/07 09/15 11/21

942000	Blauvelt/Nyack/Orangeburg/Palisades/ Sparkill/Tappan/(Part) West Nyack	10,000
942020	Pearl River/Spring Valley	10,000
942010	Nanuet/West Nyack (Part)	10,000
942070	New City	10,000
942050	Suffern/Sloatsburg/Spring Valley/Tallman/Monsey	10,000
942080	Congers/(Part) Haverstraw/(Part) New City/ Nyack/Valley Cottage	10,000
942090	Garnerville/Haverstraw/Stony Point/Thiells/ Tomkins/West Haverstraw	10,000