



Cash in on a Multi-Million Dollar Coupon Business

Coups2Cash.com

Patented Coupon System

Patent No.: US 6,572,149 B2

Three Models to Choose From:
Retail • Home Improvement • Corporate

Brought to you by



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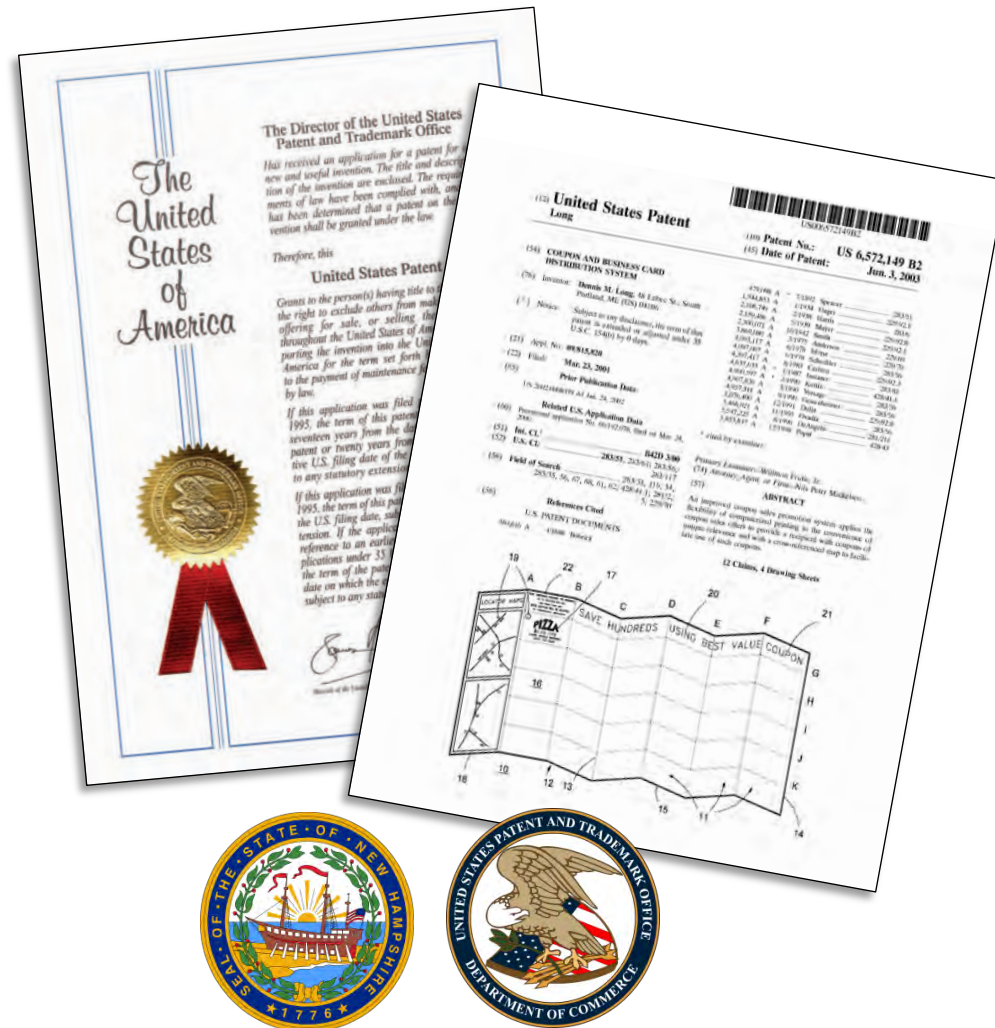
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INTRODUCTION

Introducing **Coups2Cash.com**, an exclusive patented marketing platform brought to you by Best Value Messaging, Inc.

Best Value Messaging offers a low cost highly effective customer acquisition tool for just about any business. Coups2Cash utilizes a unique combination of business card and display advertising within a single marketing platform, allowing **business owners of all sizes and budgets** the same opportunity to participate in this high impact marketing program.



MODELS & MARKETS

Retail

Primarily intended to help local retail and service businesses increase sales.

Home Improvement

Assists businesses in the home improvement market to grow their sales.

Corporate

Allows a single business (i.e. auto dealership) to market its products and services.

OVERVIEW

76% OF HOUSEHOLDS READ OR SKIM MAIL ADVERTISEMENTS SENT TO THEIR HOME

73% OF CONSUMERS PREFER MAIL FOR NEW PRODUCT ANNOUNCEMENTS AND INFO (COMPARED TO 18% FOR EMAIL)

45% FIND MAIL LESS INTRUSIVE AND MORE CONVENIENT THAN EMAIL

Direct Marketing Association Research

- As low as **two cents** cost per household
- Mailed via USPS
- Targeted customer lists
- High production quality
- Large mail format stands out from the rest
- Unique direct mail/digital format

Promotional offers are targeted to consumers minutes from local businesses for pennies per household. BVM utilizes the benefits of saturation mailing.

Lists are compiled by Town + Zip Code + Average Household Income.

3 Models to choose from



Retail



Home Improvement



Corporate

RETAIL MODEL



*Mailer STANDS OUT
in the mailbox!
(approx. size is 11.5" x 3.625")*

RETAIL MODEL FEATURES

Four Annual Mailings



Spring



Summer

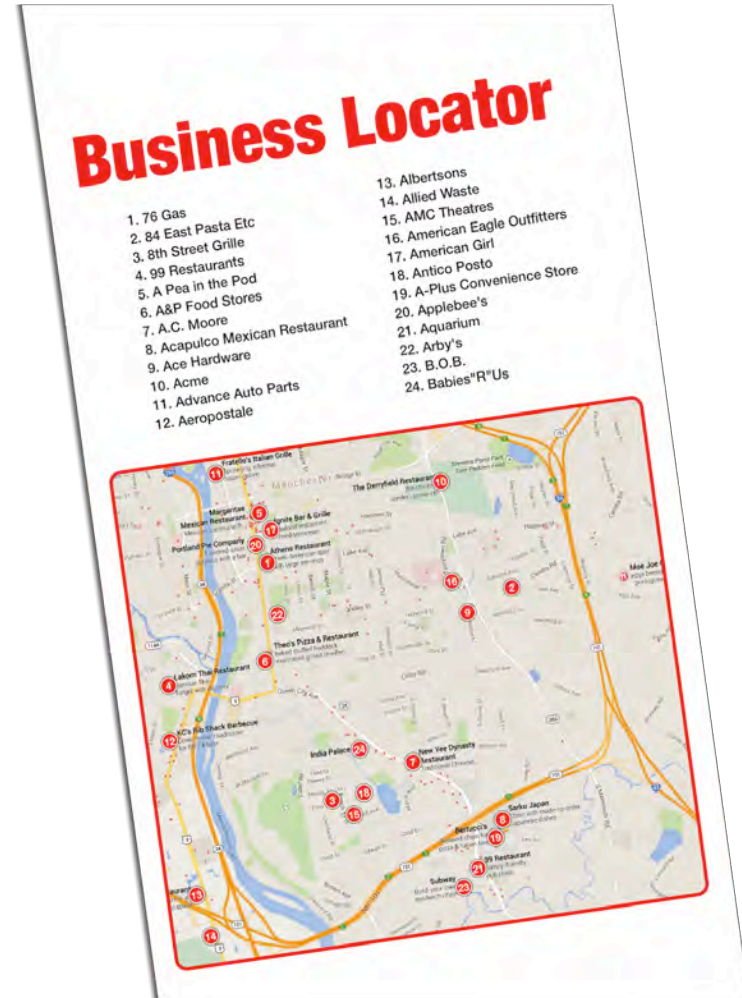


Fall



Holiday

Easy-to-follow Business Locator Map



RETAIL MODEL ADS

Includes 8 Display and 40 Business Card Ads

Display Ads = 8



Business Card Ads = 40



Durable and easy to manage, the product has two unique ad formats:

1. Business card option that fits in your wallet, purse, etc., also doubles literally as a business card for future use
2. Vertical display ad option that works best for potential clients whose products and services need more of a visual display

When mailer deploys, every coupon is immediately viewable and obtainable.

All coupons separate from each other via perforated grids.

No scissors are needed!



COUPONS ON LINE

Coups2Cash.com

The screenshot shows the Coups2Cash.com website interface. At the top, there is a navigation bar with the site logo, a BVM logo, and links for 'Contact Us', 'Testimonials', and 'Affiliations'. Below the navigation bar, the main content area features a heading 'Instant Savings from Local Area Businesses (Summer 2014)...' and instructions on how to view or print coupons. A section titled 'Display Advertisements:' contains eight coupon cards for services such as 'All-Ways Accessible', 'Alosso Custom Carpentry LLC', 'A.Q. Fence', 'Carlisle Wide Plank Floors', 'Generac', and 'Bosch'. Each coupon card includes an image of the service and a '25% OFF' or similar discount offer.



SCAN ME



Downloadable coupons also displayed online – plus Hotlink to advertisers website.

RETAIL MODEL SALES TOOLS

Summer 2013 Pricing*

Each Zone = 15,000 Mailboxes

Business Card Ad	
Any One Zone	\$499
Any Two Zones	\$899
Any Three Zones	\$1249
Any Four Zones	\$1549
Any Five Zones	\$1799
All Six Zones	\$1999

Display Ad	
Inside	
Any One Zone	\$1349
Any Two Zones	\$2099
Any Three Zones	\$2749
Any Four Zones	\$3099
Any Five Zones	\$3399
All Six Zones	\$3649

Back Side	
Any One Zone	\$1199
Any Two Zones	\$1599
Any Three Zones	\$1999
Any Four Zones	\$2349
Any Five Zones	\$2599
All Six Zones	\$2799

Preferred Placement! No Same Homeowner!	
Folded Outside Back Cover	
Any One Zone	\$1699
Any Two Zones	\$2699
Any Three Zones	\$3199
Any Four Zones	\$3599
Any Five Zones	\$3899
All Six Zones	\$4149

Web Site Special

GET \$150 OFF Your Custom Web Design Package!

Need a web site? Through our partnership with McGraw Hill, you can get \$150 OFF the price of new web design! Just mention BVM. Packages start at \$1,300.



Email hello@mcgrawweb.com or call 603-290-4883

SCHEDULED MAILING: May 31, 2013

Be First. Be Exclusive. Reserve your space today. Call 603-502-5232

Call 603-502-5232, or email dm1@coups2cash.com

844 Elm Street
Manchester, NH 03101
Fax: 603-629-9610
www.coups2cash.com

ADVERTISE WITH

Coups2Cash.com

YOUR SPECIAL COUPON OFFER MAILED TO 90,000 HOMEOWNERS

For only \$2.26*

High Single Pro You

An Effective Brochure for You

Don't Miss Out on Our Summer Mailer!

6 Zones: 90,000 Single-Family Homeowners

Coups2Cash.com

OPEN UP FOR HUGE DISCOUNTS FROM MERCHANTS & HOME IMPROVEMENT PROS

COUPONS INSIDE!

Resident: 22 Common Lane Bedford, NH 03110



Zone	Town	Zip Code	Homeowners	Average Household Income
ZONE 1	Ashcroft	03031	3,697	\$3,800
	Merrimack	03054	2,544	\$120K per Year
	Manchester	03104	1,098	
	Bedford	03110	772	
ZONE 2	Derry	03038	2,294	\$3,200
	Leitchfield	03052	2,190	
	Londonderry	03053	2,197	\$3,200
	Pelham	03076	2,621	
ZONE 3	Salem	03079	2,410	\$3,200
	Windham	03097	3,543	
	Brookline	03033	1,556	\$3,200
	Hollis	03049	2,597	\$3,200
ZONE 4	Hudson	03051	4,780	\$3,200
	Milford	03055	1,754	
	Nashua	03063	3,125	\$3,200
	Nashua	03064	1,338	
ZONE 5	Plattow	03065	2,062	
	Atkinson	03811	1,446	
	Hampstead	03041	2,024	
	Nelson	03058	1,554	
ZONE 6	Sandown	03073	1,582	\$3,200
	Kingston	03848	1,014	
	Exeter	03033	2,791	
	Chester	03036	1,501	
ZONE 7	Medford	01948	1,314	\$3,200
	Haverhill	01822	1,232	
	N. Andover	01845	4,875	\$3,200
	Andover	01810	7,223	\$3,200
ZONE 8	Georgetown	01833	1,625	
	Amesbury	01913	1,000	
	Boxford	01901	2,546	
	Byfield	01922	840	\$3,200
ZONE 9	Ipswich	01936	1,280	
	Amherst	01957	858	\$3,200
	Newbury	01951	467	
	S. Hamilton	01962	1,516	
ZONE 10	Topsham	01963	2,008	
	Wenham	01984	1,295	
ZONE 11	W. Newbury	01985	1,356	

Coups2Cash Coupons are unlike any other coupon book

Beautiful, full-color mailer in an over-sized format on extra-heavy stock. Coupon Ads available in business card size or display. Double coupons fit in your wallet or purse.

Every coupon is immediately visible and obtainable, separating from each other via perforated grids. No scissors are needed!

All advertisements featured on a one-piece mailing system. Unlike envelope mailings, coupons don't get lost through insertion. No more than one of the exact same type of business in any mailer, providing fairness and exclusivity to businesses.

Business Card Ad (Actual Size)

AUTO & BOAT DETAILING

\$50 OFF

Xtreme

603.289.2620

Decorative Stamped Concrete

POOL DECKS - PATIOS - WALKWAYS

TAKE 15% OFF YOUR NEXT PROJECT

JET CONCRETE

Call for Your Free Estimate: 603-878-4454

See Our Gallery of Work: Jetconcrete.com

Expand your offer to the World Wide Web!

In addition, your coupon will be published on the web at www.coups2cash.com. Customers can download and print your coupon and share it with friends. An email receipt takes care you could be reaching thousands more potential customers!

Outside

Inside



RETAIL MODEL FINANCIALS

Results based on mailings of 105,000 pieces, divided into 7 zones of 15,000 each, mailed 4 times per year. Actual mail campaigns may be scaled to fit your needs.

1 Territory
Generates over
\$750,000
in annual sales

105,000 pieces mailed 4 times a year in one territory*

RETAIL		Number of zones: 7					
	Ad Unit Pricing	Spring Mailing	Summer Mailing	Fall Mailing	Holiday Mailing	Total	
AD UNIT SALES							
Inside Business Card (20)	\$449	62,860	62,860	62,860	62,860	251,440	
Inside Display (4)	\$1,349	37,772	37,772	37,772	37,772	151,088	
Back side Business cards (20)	\$349	48,860	48,860	48,860	48,860	195,440	
Back Cover Display (2)	\$1,249	17,486	17,486	17,486	17,486	69,944	
Preferred Placement (2)	\$1,699	23,786	23,786	23,786	23,786	95,144	
Total Sales		190,764	190,764	190,764	190,764	763,056	
COST OF GOOD SOLD							
Printing, Mail Shop & Creative		32,400	32,400	32,400	32,400	129,600	
Postage		17,850	17,850	17,850	17,850	71,400	
BVM Royalty		10,500	10,500	10,500	10,500	42,000	
Total Cost of Goods Sold		60,750	60,750	60,750	60,750	243,000	
Gross Margin		130,014	130,014	130,014	130,014	520,056	
SALES EXPENSE							
Commission	12.50%	23,846	23,846	23,846	23,846	75,000	
Travel/Meals		750	750	750	750	3,000	
Telephone		600	600	600	600	2,400	
Misc		250	250	250	250	1,000	
Total Sales Expense		25,446	25,446	25,446	25,446	101,782	
Territory Contribution		104,569	104,569	104,569	104,569	418,274	

105,000 pieces mailed 4 times a year in fifty territories*

RETAIL		Number of zones: 7					
	Ad Unit Pricing	Spring Mailing	Summer Mailing	Fall Mailing	Holiday Mailing	Total	
AD UNIT SALES							
Inside Business Card (20)	\$449	3,143,000	3,143,000	3,143,000	3,143,000	12,572,000	
Inside Display (4)	\$1,349	1,888,600	1,888,600	1,888,600	1,888,600	7,554,400	
Back side Business cards (20)	\$349	2,443,000	2,443,000	2,443,000	2,443,000	9,772,000	
Back Cover Display (2)	\$1,249	874,300	874,300	874,300	874,300	3,497,200	
Preferred Placement (2)	\$1,699	1,189,300	1,189,300	1,189,300	1,189,300	4,757,200	
Total Sales		9,538,200	9,538,200	9,538,200	9,538,200	38,152,800	
COST OF GOODS SOLD							
Printing, Mail Shop & Creative		1,620,000	1,620,000	1,620,000	1,620,000	6,480,000	
Postage		892,500	892,500	892,500	892,500	3,570,000	
BVM Royalty		525,000	525,000	525,000	525,000	2,100,000	
Total Cost of Goods Sold		3,037,500	3,037,500	3,037,500	3,037,500	12,150,000	
Gross Margin		6,500,700	6,500,700	6,500,700	6,500,700	26,002,800	
SALES EXPENSE							
Commission	12.50%	1,192,275	1,192,275	1,192,275	1,192,275	4,769,100	
Travel/Meals		37,500	37,500	37,500	37,500	150,000	
Telephone		30,000	30,000	30,000	30,000	120,000	
Misc		12,500	12,500	12,500	12,500	50,000	
Total Sales Expense		1,272,275	1,272,275	1,272,275	1,272,275	5,089,100	
Territory Contribution		5,228,425	5,228,425	5,228,425	5,228,425	20,913,700	

*Household count will vary by territory

HOME IMPROVEMENT MODEL FEATURES



4 Annual Mailings
 Spring
 Summer
 Fall
 Winter

HOME IMPROVEMENT MODEL ADS

Includes 18 Display and 10 Business Card Ads

Display Ads = 18

CUSTOM BUILT-IN CABINETRY

WITH THIS AD, GET
15% OFF
ANY PROJECT

Wine Rooms, Bars & More!
Visit our show room to get inspired!
726 East Industrial Park Drive, Unit 14
Manchester, NH (by appointment only)

Go to Our Web Site to See Our Gallery of Custom Cabinetry and More!

Alosso
CUSTOM CARPENTRY

www.alosocc.com 603.670.4617

*Up to \$2,000. Offer expires 12/31/14. Not to be combined with any other offer. Please present this coupon to advertiser to receive promotional offer.

Business Card Ads = 10

PAINTING

20% OFF Your Next Painting Project

- Interior Walls and Trim
- Top Quality Paint

T-Bow & Sons
Painting

Fully Insured - Free Estimates
Call 603-577-1441
Offer expires 12/15/2014.

Durable and easy to manage, the product has two unique ad formats:

1. Business card option that fits in your wallet, purse, etc., also doubles literally as a business card for future use
2. Vertical display ad option that works best for potential clients whose products and services need more of a visual display

When mailer deploys, every coupon is immediately viewable and obtainable.

All coupons separate from each other via perforated grids.

No scissors are needed!



COUPONS ON LINE

Coups2Cash.com

The screenshot shows the Coups2Cash.com website interface. At the top, there is a navigation bar with the site logo, a BVM logo, and links for 'Contact Us', 'Testimonials', and 'Affiliations'. Below the navigation bar, the main content area features a heading 'Instant Savings from Local Area Businesses (Summer 2014)...' and instructions to view or print coupons. A section titled 'Display Advertisements:' contains eight coupon cards. Each card includes an image of the service, a discount offer, and the advertiser's name. The advertisers listed are All-Ways Accessible, Alosso Custom Carpentry LLC, A.Q. Fence, Carlisle Wide Plank Floors, Bosch, and Generac.

Downloadable coupons also displayed online – plus Hotlink to advertisers website.



SCAN ME



HOME IMPROVEMENT MODEL SALES TOOLS

Business Card Ad

Any One Zone	\$499	Any 3.1, 2.1, 1.1
Any Two Zones	\$949	Any 3.1, 2.1, 1.1
Any Three Zones	\$1299	Any 3.1, 2.1, 1.1
Any Four Zones	\$1599	Any 3.1, 2.1, 1.1
Any Five Zones	\$1849	Any 3.1, 2.1, 1.1
Any Six Zones	\$2099	Any 3.1, 2.1, 1.1
All Seven Zones	\$2299	Any 3.1, 2.1, 1.1

Display Ad

Any One Zone	\$1349	Any 3.1, 2.1, 1.1
Any Two Zones	\$2099	Any 3.1, 2.1, 1.1
Any Three Zones	\$2749	Any 3.1, 2.1, 1.1
Any Four Zones	\$3099	Any 3.1, 2.1, 1.1
Any Five Zones	\$3399	Any 3.1, 2.1, 1.1
Any Six Zones	\$3649	Any 3.1, 2.1, 1.1
All Seven Zones	\$3899	Any 3.1, 2.1, 1.1

Back Side

Any One Zone	\$1249	Any 3.1, 2.1, 1.1
Any Two Zones	\$1699	Any 3.1, 2.1, 1.1
Any Three Zones	\$2199	Any 3.1, 2.1, 1.1
Any Four Zones	\$2499	Any 3.1, 2.1, 1.1
Any Five Zones	\$2699	Any 3.1, 2.1, 1.1
Any Six Zones	\$2849	Any 3.1, 2.1, 1.1
All Seven Zones	\$2999	Any 3.1, 2.1, 1.1

Preferred Placement!
Be Seen Immediately!

Folded Outside Back Cover

Any One Zone	\$1699	Any 3.1, 2.1, 1.1
Any Two Zones	\$2699	Any 3.1, 2.1, 1.1
Any Three Zones	\$3199	Any 3.1, 2.1, 1.1
Any Four Zones	\$3599	Any 3.1, 2.1, 1.1
Any Five Zones	\$3899	Any 3.1, 2.1, 1.1
Any Six Zones	\$4149	Any 3.1, 2.1, 1.1
All Seven Zones	\$4399	Any 3.1, 2.1, 1.1

SCHEDULED MAILING:
March 31, 2015

Be First. Be Exclusive.

Reserve your space today.

Call 603-502-5232

ADDED VALUE!
Your customers can also get your coupons off the web and on their phone!
CHECK IT OUT!

BVM Best Value Messaging, Inc. 844 Elm Street Manchester, NH 03101 www.coups2cash.com

Outside

ADVERTISE WITH

Coups2Cash.com

YOUR SPECIAL COUPON OFFER

MAILED TO HOMEOWNERS

105,000

High Income
Single-Family Homes
Professionals
Your Market Area

SCHEDULED MAILING:
March 31, 2015

An Effective Brochure for You

Don't Miss Out on Our Spring Mailer!

7 Zones = 105,000 Single-Family Homeowners

Zone	Town	Zip Code	Homeowners	Average Household Income
ZONE 1	Amherst	03051	3,767	\$5,678 Homeowner Income \$108 per Year
	Merrimack	03054	3,704	
	Manchester	03104	1,071	
ZONE 2	Manchester	03109	780	\$5,112 Homeowner Income \$88 per Year
	Bedford	03110	5,756	
	Derry	03038	1,823	
ZONE 3	Litchfield	03052	2,234	\$5,053 Homeowner Income \$88 per Year
	Londonderry	03053	2,797	
	Pelham	03076	2,094	
ZONE 4	Salem	03079	2,517	\$4,922 Homeowner Income \$88 per Year
	Windham	03087	3,547	
	Brookline	03033	1,610	
ZONE 5	Hollis	03049	4,933	\$4,846 Homeowner Income \$88 per Year
	Hudson	03051	1,813	
	Milford	03055	1,813	
ZONE 6	Nashua	03062	2,648	\$4,786 Homeowner Income \$88 per Year
	Nashua	03064	1,422	
	Plaistow	03855	2,096	
ZONE 7	Atkinson	03811	1,459	\$4,726 Homeowner Income \$88 per Year
	Hampstead	03841	2,074	
	Newton	03858	1,587	
ZONE 8	Sandown	03873	2,020	\$4,686 Homeowner Income \$88 per Year
	Kingston	03848	1,058	
	Exeter	03833	3,399	
ZONE 9	Chester	03036	1,547	\$4,626 Homeowner Income \$88 per Year
	Dover	03820	465	
	Durham	03824	1,126	
ZONE 10	Epping	03042	2,043	\$4,586 Homeowner Income \$88 per Year
	Greenland	03049	1,350	
	Hampton	03842	2,907	
ZONE 11	N. Hampton	03862	1,325	\$4,526 Homeowner Income \$88 per Year
	Portsmouth	03801	1,229	
	Rye	03870	1,857	
ZONE 12	Stratham	03885	2,731	\$4,466 Homeowner Income \$88 per Year
	Methuen	01844	1,880	
	Haverhill	01832	1,275	
ZONE 13	N. Andover	01845	4,846	\$4,406 Homeowner Income \$88 per Year
	Andover	01810	1,178	
	Georgetown	01833	1,786	
ZONE 14	Amesbury	01913	966	\$4,346 Homeowner Income \$88 per Year
	Boxford	01921	2,572	
	Byfield	01922	658	
ZONE 15	Ipswich	01938	1,281	\$4,286 Homeowner Income \$88 per Year
	Newburyport	01950	838	
	Newbury	01951	594	
ZONE 16	S. Hampton	01982	1,634	\$4,226 Homeowner Income \$88 per Year
	Topsheld	01983	2,062	
	Wentham	01984	1,305	
ZONE 17	W. Newbury	01985	1,408	\$4,166 Homeowner Income \$88 per Year

Coups2Cash Coupons are unlike any other coupon book

Beautiful, full-color mailer in an over-sized format on extra-heavy stock. Coupon Ads available in business card size or display. Durable coupons fit in your wallet or purse. Every coupon is immediately viewable and obtainable, separating from each other via perforated grids. No scissors are needed!

All advertisements featured on a one-piece mailing system. Unlike envelope mailings, coupons don't get lost through insertion. No more than one of the exact same type of business (service offered) in any mailer, providing fairness and exclusivity to businesses.

Business Card Ad (Actual Size)

MOSQUITO & TICK CONTROL
No Mosquitoes. No Ticks. No Kidding.
\$50 off Full Season
www.coups2cash.com
603-264-9636 • MosquitoControl.com

LAWN DOCTOR
OUR MISSION IS TO MEET YOUR LAWN'S NEEDS. AND EXCEED YOURS.
WITH LAWN DOCTOR, CUSTOMER SERVICE COMES FIRST.
Lawn Care • Yard Armour • Organic Options™
Ask for details!

Expand your offer to the World Wide Web!
In addition, your coupon will be published on the web at www.coups2cash.com. Customers can download and print your coupon and share it with friends. As word of mouth takes over, you could be reaching thousands more potential customers!

Inside

Inside

HOME IMPROVEMENT MODEL EXCLUSIVITY

No more than **one** of the exact same type of advertised business service in any mailer, providing fairness and exclusivity to businesses.

HOME IMPROVEMENT MODEL FINANCIALS

Results based on mailings of 105,000 pieces, divided into 7 zones of 15,000 each, mailed 4 times per year. Actual mail campaigns may be scaled to fit your needs.

1 Territory
Generates over
\$800,000
in annual sales

50 Territories
Generates over
\$41,000,000
in annual sales

105,000 pieces mailed 4 times a year in one territory*

HOME IMPROVEMENT MODEL		Number of zones: 7					
	Ad Unit Pricing	Spring Mailing	Summer Mailing	Fall Mailing	Winter Mailing	Total	
AD UNIT SALES							
Business Card (10)	\$499	34,930	34,930	34,930	34,930	139,720	
Inside Display (10)	\$1,349	94,430	94,430	94,430	94,430	377,720	
Outside Display (6)	\$1,249	52,458	52,458	52,458	52,458	209,832	
Back Cover Display (2)	\$1,699	23,786	23,786	23,786	23,786	95,144	
Total Sales		205,604	205,604	205,604	205,604	822,416	
COST OF GOOD SOLD							
Printing, Mail Shop & Creative		32,400	32,400	32,400	32,400	129,600	
Postage		17,850	17,850	17,850	17,850	71,400	
BVM Royalty		10,500	10,500	10,500	10,500	42,000	
Total Cost of Goods Sold		60,750	60,750	60,750	60,750	243,000	
Gross Margin		144,854	144,854	144,854	144,854	579,416	
SALES EXPENSE							
Commission	12.50%	25,701	25,701	25,701	25,701	102,802	
Travel/Meals		750	750	750	750	3,000	
Telephone		600	600	600	600	2,400	
Misc		250	250	250	250	1,000	
Total Sales Expense		27,301	27,301	27,301	27,301	109,202	
Territory Contribution		117,554	117,554	117,554	117,554	470,214	

*Household count will vary by territory

105,000 pieces mailed 4 times a year in fifty territories*

HOME IMPROVEMENT MODEL		Number of zones: 7					
	Ad Unit Pricing	Spring Mailing	Summer Mailing	Fall Mailing	Winter Mailing	Total	
AD UNIT SALES							
Business Card (10)	\$499	1,746,500	1,746,500	1,746,500	1,746,500	6,986,000	
Inside Display (10)	\$1,349	4,721,500	4,721,500	4,721,500	4,721,500	18,886,000	
Outside Display (6)	\$1,249	2,622,900	2,622,900	2,622,900	2,622,900	10,491,600	
Back Cover Display (2)	\$1,699	1,189,300	1,189,300	1,189,300	1,189,300	4,757,200	
Total Sales		10,280,200	10,280,200	10,280,200	10,280,200	41,120,800	
COST OF GOODS SOLD							
Printing, Mail Shop & Creative		1,620,000	1,620,000	1,620,000	1,620,000	6,480,000	
Postage		892,500	892,500	892,500	892,500	3,570,000	
BVM Royalty		525,000	525,000	525,000	525,000	2,100,000	
Total Cost of Goods Sold		3,037,500	3,037,500	3,037,500	3,037,500	12,150,000	
Gross Margin		7,242,700	7,242,700	7,242,700	7,242,700	28,970,800	
SALES EXPENSE							
Commission	12.50%	1,285,025	1,285,025	1,285,025	1,285,025	5,140,100	
Travel/Meals		37,500	37,500	37,500	37,500	150,000	
Telephone		30,000	30,000	30,000	30,000	120,000	
Misc		12,500	12,500	12,500	12,500	50,000	
Total Sales Expense		1,365,025	1,365,025	1,365,025	1,365,025	5,460,100	
Territory Contribution		5,877,675	5,877,675	5,877,675	5,877,675	23,510,700	

CORPORATE MODEL



Mailer Front Cover



Mailer Back Cover

11.5"

CORPORATE MODEL

Mailer Inside



Mailer Back Side



CORPORATE MODEL



As the number one trusted Ford dealership in the area, you'll get our 100% Customer Satisfaction Guarantee!

See our huge inventory!
100 Main Street in Springfield



Call us at 1-800-123-4567

Or shop on line at www.victoryford.com



YOU'RE ALWAYS A WINNER AT VICTORY FORD!

MAKE YOUR BEST DEAL THEN Play & Save!



UP TO **\$5,000**

VICTORY FORD SCRATCH & SAVE BOARD



Scratch off the dot of your choice and reveal your rebate!

AS EASY AS 1, 2, 3!

- 1 Select your favorite Ford
- 2 Bring ad to dealership anytime during the month of February
- 3 Purchase or lease any new Ford **THEN SCRATCH & SAVE!**

EVERYBODY SAVES!

- 1 Chance to Save \$5,000
- 1 Chance to Save \$2,000
- 1 Chance to Save \$1,000
- 50 Chances to Save \$200
- 50 Chances to Save \$100
- 50 Chances to Save \$50
- 50 Chances to Save \$40
- 22 Chances to Save \$25

BE ONE OF 200 NEW FORD CUSTOMERS WHO WILL SAVE UP TO \$5,000!

The amount you save is represented by a corresponding number to dollar amount outlined on the board. The numbers are located on the dealership's "SCRATCH & SAVE" Board under the scratch area. The "Board"

will be placed either in the showroom or finance office. This board will be around 3' wide x 4' tall. The dealership will at the end of the one month contest via it's promo partner make available the amount of rebate money each buyer or lessee saved.

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Simple to Play. Simple to Save!

Choose your favorite Ford. To remove ad, simply fold and separate. Bring ad into Victory Ford then Play & Save!

0% APR for 60 mos.
Ford Credit Financing

Fold and tear carefully

2015 Expedition Stock # B85033  Lease for only \$440/mo	2015 F-350 Super Duty Stock # C46033  Buy for only \$483/mo	2015 Edge Stock # D15033  Buy for only \$290/mo
2015 Focus Stock # F321033  Lease for only \$229/mo	2015 Mustang Stock # C46033  Buy for only \$450/mo	2015 Fiesta Stock # D15033  Buy for only \$250/mo
2015 Explorer Stock # F321033  Lease for only \$299/mo	2015 Transit Stock # C46033  Buy for only \$349/mo	2015 Escape Stock # D15033  Buy for only \$315/mo
2015 Fiesta Stock # D15033  Lease for only \$199/mo	2015 Fusion Stock # C46033  Buy for only \$315/mo	2015 Flex Stock # F321033  Buy for only \$299/mo
2015 C-Max Hybrid Stock # F321033  Lease for only \$219/mo	2015 Taurus Stock # C46033  Buy for only \$349/mo	2015 F-150 Stock # D15033  Buy for only \$319/mo

Mailer Inside

CORPORATE MODEL

COUPONS!

To remove coupons and business cards, simply fold and separate.

Fold and tear carefully

Contact One of Our Sales Pros!
Use the Business Cards Below.

©2015 patent no. US 6,572,149 B2

Filter & Oil Change & Lube \$15

VALUE \$34
DISCOUNT 56%
YOU SAVE \$19

Our Master Technicians will swap out old oil for fresh new lube.

Limit 1 per driver. Some restriction apply. Ask for details.

Oil Change with Tire Rotation \$19

VALUE \$40
DISCOUNT 56%
YOU SAVE \$21

Our Master Technicians will swap out old oil for fresh new lube and shuffle around tires to extend tread life.

Limit 1 per driver. Some restriction apply. Ask for details.

Four New Tires \$320

VALUE \$400
DISCOUNT 20%
YOU SAVE \$80

Coupon good for 20% off any purchase of new tires.

Limit 1 per driver. Some restriction apply. Ask for details.

4 Wheel Alignment \$56

VALUE \$80
DISCOUNT 30%
YOU SAVE \$24

The computerized alignment helps tires wear more evenly, helps improve fuel economy, and helps improve vehicle handling.

Limit 1 per driver. Some restriction apply. Ask for details.

Windshield Wipers \$30

VALUE \$50
DISCOUNT 50%
YOU SAVE \$25

Coupon good for 50% off any purchase of tires or tire services. New or used tires. Tires rotated, realigned, or balanced.

Limit 1 per driver. Some restriction apply. Ask for details.

1 Year Auto Maintenance \$210

VALUE \$300
DISCOUNT 30%
YOU SAVE \$90

Booklet of vouchers for three oil changes, one tire rotation, and array of inspections.

Limit 1 per driver. Some restriction apply. Ask for details.

4 Platinum Car Washes \$42

VALUE \$50
DISCOUNT 30%
YOU SAVE \$18

Techs get cars looking respectable with a handful of washing packages.

Limit 1 per driver. Some restriction apply. Ask for details.

Coolant Flush and Fill \$49

VALUE \$70
DISCOUNT 30%
YOU SAVE \$21

Most cars-up to two gallons of Prestone Antifreeze.

Limit 1 per driver. Some restriction apply. Ask for details.

Complete Auto Detailing \$80

VALUE \$100
DISCOUNT 20%
YOU SAVE \$20

Our techs will wash, vacuum, scrub, polish and buff your car 'til it looks like new!

Limit 1 per driver. Some restriction apply. Ask for details.

Transmission Flush & Fill \$70

VALUE \$100
DISCOUNT 30%
YOU SAVE \$30

Keep your tranny running smooth as silk.

Limit 1 per driver. Some restriction apply. Ask for details.

Victory Ford

You're always a winner at Victory Ford!
NEW • USED • SERVICE & MORE!
www.VictoryFord.com

150 Main Street, Springfield, MA 01101 • Toll Free: 800-123-4567 • Local: 508-123-4567

John Taylor
Sales Representative
Direct: 508-123-4568
jtaylor@victoryford.com

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Sarah Jones
Sales Representative
Direct: 508-123-4566
sjones@victoryford.com

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Jean Thompson
Sales Representative
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jthompson@victoryford.com

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Bob Brown
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bbrown@victoryford.com

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Samantha Green
Sales Representative
Direct: 508-123-4564
sgreen@victoryford.com

2015 Ford Focus S

\$0 Due at Signing!
Lease for only \$198

Stock #	B850327
MSRP	\$16,210 MSRP
Body	4dr Car
Exterior Color	Guard
Doors	4
Engine	Regular Unleaded I-4 1.6 L/97
Drive	FWD
VIN #	3FADP4BJ8FM147866
Engine	Regular Unleaded I-4 1.6 L/97

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2015 Ford Fiesta SE

\$0 Due at Signing!
Lease for only \$219

Stock #	B850327
MSRP	\$16,210 MSRP
Body	4dr Car
Exterior Color	Guard
Doors	4
Engine	Regular Unleaded I-4 1.6 L/97
Drive	FWD
VIN #	3FADP4BJ8FM147866
Engine	Regular Unleaded I-4 1.6 L/97

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2015 Ford Edge

\$0 Due at Signing!
Lease for only \$289

Stock #	B850327
MSRP	\$16,210 MSRP
Body	4dr Car
Exterior Color	Guard
Doors	4
Engine	Regular Unleaded I-4 1.6 L/97
Drive	FWD
VIN #	3FADP4BJ8FM147866
Engine	Regular Unleaded I-4 1.6 L/97

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2015 Ford Escape

\$0 Due at Signing!
Lease for only \$249

Stock #	B850327
MSRP	\$16,210 MSRP
Body	4dr Car
Exterior Color	Guard
Doors	4
Engine	Regular Unleaded I-4 1.6 L/97
Drive	FWD
VIN #	3FADP4BJ8FM147866
Engine	Regular Unleaded I-4 1.6 L/97

MSRP includes destination charge, handling, freight, FDOT, license, title & registration. MSRP does not include tax, title, license, dealer fees, or optional equipment. Actual dealer price may vary. ©2015 Ford Motor Company. All rights reserved. Ford, the Ford logo, and Escape are trademarks of Ford Motor Company. All other marks are the property of their respective owners.

0% APR for 60 mos. on select new vehicles. See dealer for details.

PLUS \$1,500 Bonus Cash

OR up to \$4,500 Cash Back

©2015 patent no. US 6,572,149 B2

YOU'RE ALWAYS A WINNER AT

Victory Ford

Classic Savings!

DEEP DISCOUNTS AND LIMITED-TIME DEALS ON NEW, USED, SERVICE & MORE!

UP TO \$5,000 OPEN for game rules

Play & Save!

President
100 Main Street
Bedford, NH 03110

RESERVED FOR THE PROMOTION AND MANAGEMENT BY BVM INC. (728)

Mailer Back Side

CORPORATE MODEL FEATURES & BENEFITS

1. A Patented and proven advertising sales system concept which processes consumers to the point of sale via an "out of the box" one piece read dynamic.
2. Large attractive slim line format constructed of quality heavy card stock providing agility standing tall and out from the rest. USPS postage cost can be realized for as little as (.017 cents) per unit mailed.
3. Promotes a single company's products & services exclusively presenting:
 - Standard business card size coupons and / or company representative business cards easily removable via perforated grid
 - Potential money saving games / incentives creating consumer interaction
 - Business client locator map planting a visual image of business location and navigation thereof in the consumer's mind
 - All components working together in concert to keep the viewer focused and engaged... driving consumers to your business
4. All BVM clients receive *exclusive representation / distribution* in their selected market areas, eliminating the competition.
5. Additional custom design / construction options are available providing solutions for individual marketing needs.

Bar coding
available for digital
processing



CORPORATE MODEL PRINTING & FULFILLMENT

Printing

<i>Quantity</i>	<i>Price</i>
15,000	\$6,289
30,000	\$9,867
45,000	\$13,747
60,000	\$17,758
75,000	\$21,407
90,000	\$25,226
100,000	\$27,235
120,000	\$31,640
150,000	\$38,610

Die \$400

Fulfillment

<i>Quantity</i>	<i>Price</i>
15,000	\$912.66
30,000	\$1,487.56
45,000	\$2,073.90
60,000	\$2,535.98
75,000	\$2,867.27
90,000	\$3,327.72
100,000	\$3,340.38
120,000	\$3,944.50
150,000	\$4,703.54

Postage

Postage for as little as 17¢ per household.

Design and Production

To be quoted.

Actual mail campaigns may be scaled to fit your needs.

Printing and fulfillment costs subject to change.

BVM SEEKING PARTNERS

Best Value Messaging is seeking sales partners to make BVM's patented direct mail/digital platform available in multiple markets.

THE OPPORTUNITY

- Large Revenue Opportunity
- Low start up cost
- Proven ROI
- Access to proprietary selling system
- Exclusive use right within your industry vertical



CUSTOMER TESTIMONIALS



“Coupon2Cash mailer is a staple in our marketing plan year after year”

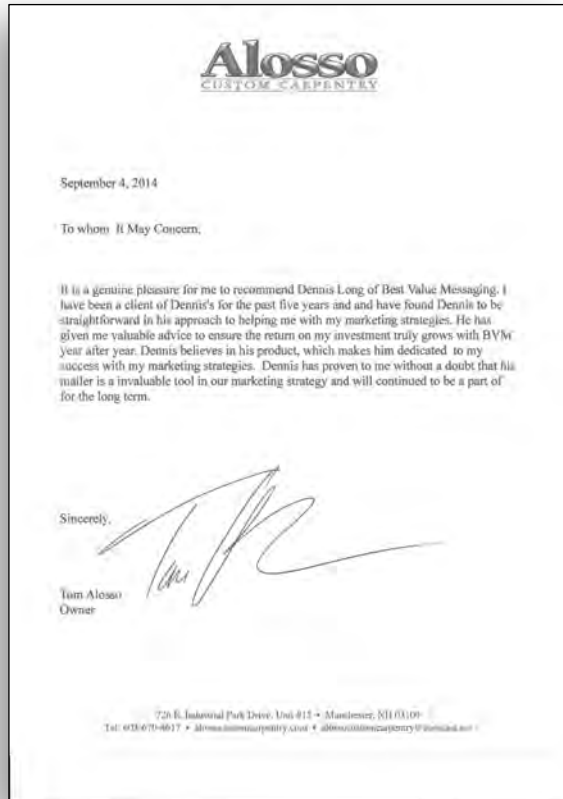
Tim Belinsky
Mosquito Squad of Central NH



“We continue to receive calls from customers who have held onto the direct mail piece”

Lynette Rogers
Homescapes of New England

CUSTOMER TESTIMONIALS



“The return on my investment truly grows year after year”

Tom Alosso
Alosso Custom Carpentry

“In the years that Mr. Long has been a member...we have had the pleasure of working with this unique direct mail coupon business model”

Kendell L. Buck
N.H. Home Builders Association



CONTACT INFORMATION

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dml@bvmessaging.com



844 Elm Street / Manchester, NH 03101

P.O. Box 3184 / Manchester, NH 03105

www.bvmessaging.com

www.coups2cash.com