



*Trusted by
Canada's*

FINEST

VALUES & SAVINGS INC.



Finest Values Works. Hard.

- *Builds Awareness**
- *Boosts Image**
- *Increases Traffic**
- *Stimulates Sales**

When it comes to your advertising dollars, the only thing that matters is results. And results, great results are why we have grown 1000% since our inception five years ago. Today we operate in Ottawa, the Outaouais, Kingston, and Calgary. We publish nearly 5 million copies a year and distribute them by direct mail through Canada Post. All with the same emphasis on colour, quality and consumer response.

Builds Awareness

With our direct mail savings magazine you aren't limited to just one or two postal codes. We saturate your entire market, reaching almost every household in your region with special emphasis on the high income areas. So your message reaches more people, many of whom have more money to spend.

Boosts Image

To put it simply, we make you look very good. Our full colour format produced on high gloss paper stock, naturally makes a better impression with consumers than loose inserts, black and white newspaper ads, or envelopes stuffed with loose coupons. We work closely with your business to create a four colour ad in an attractive magazine format with proven readership, usage, effectiveness and staying power.

Increases Traffic and Stimulates Sales

How? By responding to what motivates consumers. Simply put, they love bargains, and coupons remain the consumer's favourite method of saving money. In survey after survey results are consistent, over 80% of households use coupons regularly. For families, older consumers and those with higher levels of education coupon usage is even bigger. And according to A.C. Nielsen, direct mail claims the highest coupon redemption rates versus all other forms of media distribution. Our savings magazine dovetails perfectly with these findings. It clearly links your message to the concept of saving money. That is true whether your ad includes a coupon or simply announces a special sale or promotion.

Generates Long Term Results

Our independent research and the experience of our advertisers has shown that typical users of our savings magazine keep the latest issue for 6 to 8 weeks. And, they thumb through it over and over again, whenever they are looking for extra savings. Readily disposable media like newspapers, shoppers and loose coupons just do not compare. Our ads have shelf life and if you want your business to be better known and to be better positioned when consumers are in the market for your products or services, a consistent presence in our magazine will prove to be quite profitable.

Cost Effective

Perhaps the biggest benefit is that it is so cost effective and generates results that are readily measurable for your business. You just have to keep track and count the sales. By any measurement our Finest Values and Savings magazine is today's most effective, affordable full colour medium for increasing customers, traffic and sales. You can reach customers for as little as a penny or less a home. A cost that cannot be matched by any other medium even remotely approaching our quality and coverage.

Don't just take our word for it, check out what our customers have to say!



We
**Treat you
Right!**

September 11, 1998

Ottawa's Finest Values & Savings Inc.
Box 1028
Almonte, Ontario
K0A 1A0

Attn: David Brown

Dear Dave,

We would like to confirm our participation for your upcoming issue later this fall.

This past spring, we tried your little magazine for the first time and got a very good response. We were especially pleased with the results considering that your book followed our Val-Pac ad by only two weeks, and we still received a similar response on our offers to that received by Val-Pac.

This, coupled with the fact that our ad in your book was approximately one quarter of the cost of our Val-Pac ad and the graphics and colour were as good or better than theirs only reinforced our decision to stick with you this fall.

I'll be in touch in a couple of weeks to confirm our offers for our upcoming issue.

Yours truly,

A handwritten signature in black ink, appearing to read "Mike Proulx", written over a large, loopy flourish.

Mike Proulx
Franchisee
Dairy Queen Stores

PHARMACY
GLEBE APOTHECARY

Dedicated to Serving Patient's Needs

778 Bank Street • Ottawa, Ontario K1S 3V6

Phone: (613) 234-8587 • Doctors Line (613) 234-5004 • Fax (613) 236-0393

To:
Mike Quinlan
Ottawa's Finest Values & Savings Inc.
Box 1028
Almonte, Ontario
K0A 1A0

From:
Cliff Els
Glebe Apothecary
778 Bank St.
Ottawa

Dear Mike,

I would like to take this opportunity to say a big "Thanks" for introducing us to this wonderful booklet. We have tried other forms of advertising, but none have performed better than Ottawa's Finest.

Competition to find and keep customers in today's retail market is tough work... so getting an advertisement into 200,000 plus homes, at your affordable rate has turned out to be most profitable.

Thanks again Mike, and looking forward to continued success!!

One of Ottawa's Finest Merchants,
The Glebe Apothecary





Cher Mike,

Il me fait plaisir de vous faire parvenir mes commentaires au sujet de votre livret de coupon-rabais l'Outaouais à son meilleur. Comme vous le savez, nos restaurants font affaire avec Ottawa's Finest depuis 8 ans.

Nous trouvons votre approche particulièrement efficace pour inciter une première visite dans l'un de nos restaurants. Vous savez, le marché de la restauration comporte de nombreux défis et les consommateurs en veulent pour leur argent. Beaucoup de nos clients nous ont dit apprécier les coupons-rabais. C'est une dé pense qui nous rapporte; les ventes générées par ces coupons contribuent à l'augmentation de nos niveaux de ventes totales.

Vos prix concurrentiels et la large distribution de votre livret, ce sont aussi avérés avantageux pour nos restaurants. Depuis nos débuts en Outaouais, le taux de retour des coupons n'a cessé d'augmenter.

Le format que vous nous offrez est très professionnel et d'une qualité évidente. La distribution de vos livrets par la Société des Postes est aussi un facteur qui contribue à votre succès.

Continuer le bon travail

Peter Blier
Mexicali Rosa's

GATINEAU
LES PROMENADES DE L'OUTAOUAIS
243-1610

AYLMER
186, AV. DE LA COLLINE
684-5440

Finest Values - Quick Quote References

WHAT ARE OUR CUSTOMERS SAYING ABOUT OUR BOOK?

"We get as good a response as with Val-Pak for about one quarter of the money".
Mike Groulx - Dairy Queen Ottawa

"I love this book. Its a book I know people use. We do a full page in every issue!
Kim Landon, First Choice Haircutters REPEAT CUSTOMER

"Ottawa's Finest is working well, we do a full page in every issue."
Pierre Filion, Pizza Pizza REPEAT CUSTOMER

"Ottawa's Finest coupon book is working very well for our home cleaning services."
Konrad, Jaiko Cleaning - REPEAT CUSTOMER

" We're very happy with the way the ad turned out and with the response...we'll definitely do it again.
Marcello Bentiviglio, The Decorator's Choice - REPEAT CUSTOMER**update** now two locations and still doing every issue

" We were quite surprised with the response we had especially as it was a brand new product."
Paul Sorrill, Cardy Ventilation - REPEAT CUSTOMER **update** still using Ottawa's Finest

" There has been a steady climb in the response from Ottawa's Finest. Our cost per customer is exceptionally low." Don Kennell - Mexicali Rosa's

"We do every issue, the book looks great and it gets to everyone" Dave Ross
Fitness Depot

"We were skeptical at first but having done a couple issues we have now signed on for every issue and increased to a full page." Ron Halcrow Pella Windows

"We never would have expected this would work for our local drugstore, but now we have customers coming from all over the city. We are doing a full page in every issue."
Doug McKeen - Pharmasave

and more...

"The ad looks great and we're getting a good steady response, we're very happy with Ottawa's Finest."

John Conroy, House of Canvas - NEW CUSTOMER**update** three more issues this year

"We would do this every two weeks if you had a book going out that often".

Blair Horvath - Allen Home Improvements

"We do every issue of Ottawa's Finest. It works!"

Gaston Malenfant, Malen Framing REPEAT CUSTOMER

"It consistently brings in new and good quality leads"

John Manzo, Bathwall Manufacturing REPEAT CUSTOMER

"We tried it for the first time in June, and had a surprisingly great response, we've booked again for next spring"

Andre Groulx, The Wakefield Steam Train NEW CUSTOMER - Ottawa, Hull, Kingston

"We do three issues a year and have done since the first issue.

Paul Faubert, Advance Landscape - Ottawa

"We have seen a steady climb in the number of coupons we get back with each Ottawa's Finest, and are currently over 1200 per issue

Nick Bouris, Chances R' Restaurant - Ottawa

"We were happy with the response we got in both Ottawa and Hull, we've booked again for January." - Jim Moore, Pizza Hut - Ottawa

"We love this book, we do two to three pages in almost every issue." Randy MacKenzie Francis Home Environment

"This little book works great, we use it for fall and spring issues" Ralph Valiquette Sports

"If you want a consistently good response, for a very reasonable amount of money use this book" Carmen Musca, Musca Wine Limited

"We have built our advertising around these books. We now do them in all three regions, six times per year. Louis Allied Flooring