



HOME GUIDE



2024 MEDIA KIT • PRINT + DIGITAL FOR BUSINESS GROWTH

yaylocal.com

919.713.2266

sales@yaylocal.com



"... one of the best investments we have made in advertising.. we were able to reach more customers than ever before..." - Walter

PUCKETT HANDYMAN



"Great service. I have Been advertising with yay for 8 years and it is always been perfect" - James



"I've been using them for a while now. Always great response from ads each month. Excellent customer service!!!" - Paul



"I have used many other cooperative mailer vendors in my market and none of them perform as consistently well as Yay Local." - Bradley Z



Trusted By Hundreds Of Local Triangle Area Businesses For Over 18 Years





WAKE/JOHNSTON

200,000 HOMES - 12 MAILINGS ANNUALLY

1-NE 66.7K	66,667 Homes Raleigh, Rolesville, Wake Forest, Youngsville 27571, 27587, 27596, 27607, 27609, 27612, 27613, 27614, 27615, 27616, 27617 Median Income: \$130,902. Median Home Value: \$625,298.
2-SW 66.7K	66,667 Homes Cary, Morrisville, Apex, Holly Springs, Fuquay Varina, Raleigh 27511, 27519, 27502, 27513, 27518, 27523, 27526, 27539, 27539, 27540, 27560, 27606, 27607 Median Income: \$128,865. Median Home Value: \$625,214.
3-SE 66.7K	66,667 Homes Clayton, Garner, Knightdale, Wake Forest, Wendell, Zebulon, Raleigh 27520, 27527, 27529, 27545, 27587, 27591, 27597, 27603, 27604, 27605, 27606, 27610, 27616 Median Income: \$93,193. Median Home Value: \$413,029.

Who is Yay! Local

Locally founded in 2006, a family business dedicated to growing local companies with Print + Digital Services.

Key Facts About Us

- 75% of our advertisers have been with us over 5 years
- Over 14,000 phone leads tracked over the past 2 years
- 100% of mailings had proof of mail sent to clients since 2005
- Locally family owned & operated

Our Mission

Connecting local consumers with local businesses

Our Commitment To You

- Complete transparency
- Tracking and reporting
- Local expertise
- Better quality, better response
- On-going servicing and support



Great local company for your marketing needs, very helpful and great people to work with! - Mina Elraheb



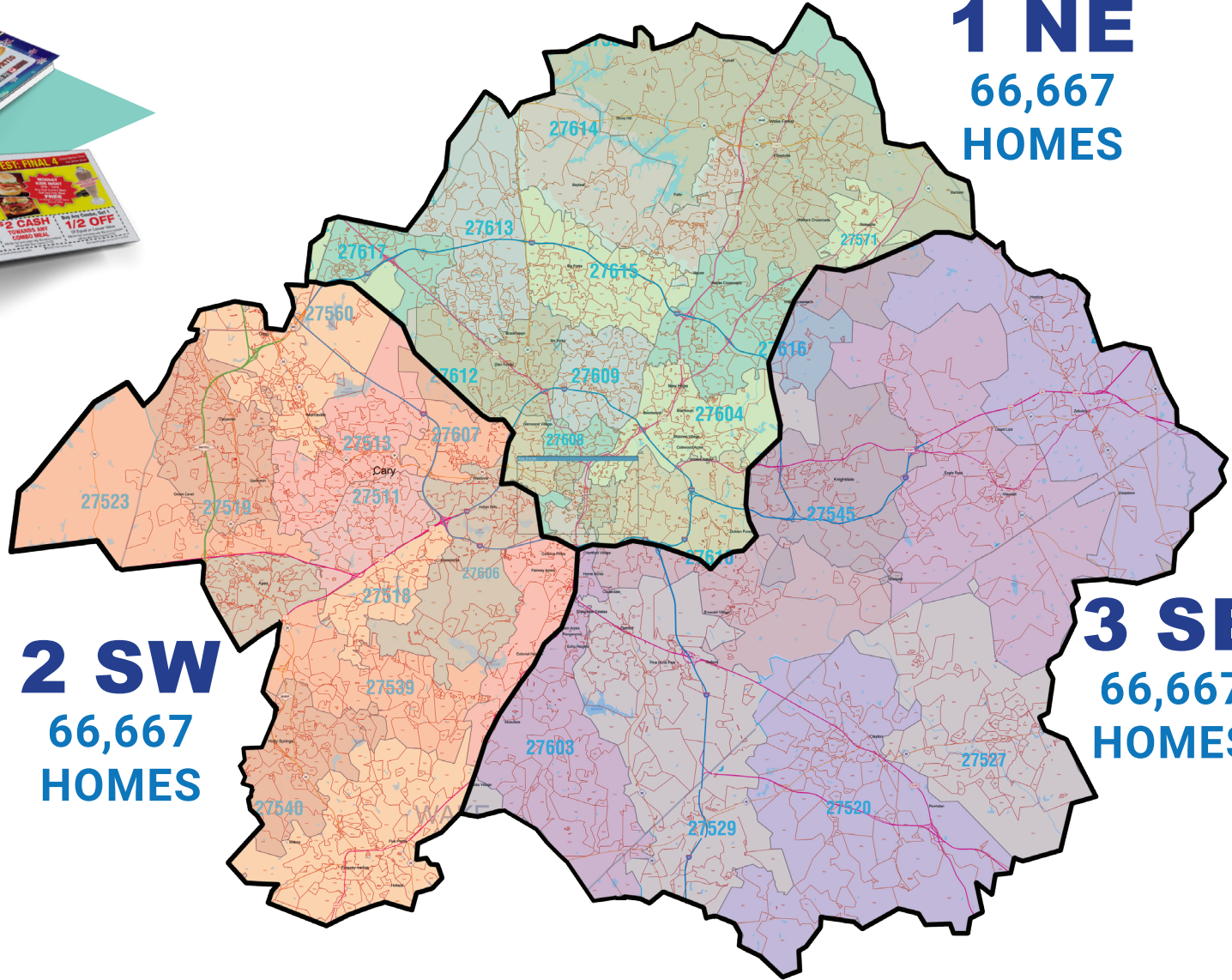
Always willing to help and work at maximum with us, reliable and trustful people! We're very happy with the results. - Luis Gonzalez



2024 MAP & SCHEDULE



1 NE
66,667
HOMES



**WAKE/JOHNSTON
COUNTY**
12 TIMES PER YEAR

Est. In-Home +/- 3 days	Art & Payment Due
May 7.....	Apr 1
Jun 4.....	May 1
Jul 9.....	Jun 1
Aug 6.....	Jul 1
Sep 10.....	Aug 1
Oct 8.....	Sep 1
Nov 5.....	Oct 1
Dec 3.....	Nov 1
Jan 14, 2025.....	Dec 1
Feb 11.....	Jan 1
Mar 11.....	Feb 1
Apr 8.....	Mar 1
May 6.....	Apr 1
Jun 3.....	May 1

2 SW
66,667
HOMES

3 SE
66,667
HOMES

IN WAKE/JOHNSTON COUNTIES
MAILING 200,000 HOMES IN 3 BOOKS OF 66,667 HOMES EACH
MAILING TO THE HIGHEST INCOME HOMES IN EACH ZONE

Zones are approximate & specifications are subject to change without notice. Map borders are approximate.

Yay! Local®

HOME GUIDE



★★★★★
 "Steve at Yay Local is great to work with, he always goes out of his way to make sure his customers are always satisfied with his service." -Nanfer



★★★★★
 "I have been dealing with Yay Local for many years and have always had a very good response." -Julie

★★★★★
 "We've been advertising with Yay Local since 2014 and have always been very happy with the results, great to work with, good people, recommended." - Stacy



★★★★★
 "Yay! Local is FANTASTIC to work with!!! ... We are thrilled with our SUCCESS!!!" - Laurie



Our Audience Profile

The Best Homes in the Triangle

- 52** Median age
- \$115K** Avg median income
- \$499K** Avg median home value
- 95%** Single family homes

Our Publication

- Unique upscale format
- Exclusively local, reputable businesses
- Great variety of food, retail, home
- Unequaled shelf life for multiple impressions each mailing

93% of consumers use paper coupons **85%** of high income households look at deals **78%** of Americans search online from direct mail