



Valpak Direct Marketing Systems, LLC, 1 Valpak Avenue N, St. Petersburg, Florida 33716

May 5, 2022

PROTRADENET, LLC
1010 – 1020 N. University Parks Drive
Waco, TX 76707

VIA OVERNIGHT COURIER

Dear Mr. Stanton:

Valpak Direct Marketing Systems, LLC (“Valpak”) will soon increase its cost per thousand (CPM) rates for its CP44 and 2 Panel products by \$1/M. A surcharge of 1.85% will then be applied to all orders to be mailed beginning in June 2022. The increase and surcharge are necessary due to supply chain impediments and skyrocketing manufacturing and transportation costs. As global demands for paper, ink and energy continue to rise, shortages have caused sudden, significant price increases for material inputs.

Pursuant to our Vendor Relations Agreement, dated as of October 5, 2020 (Agreement), please be advised that for mailing beginning in June 2022, Valpak’s prices will be as follows:

June 2022 Rate Adjustments (+surcharge)

Product	+ \$1/M Price	Surcharge %	Surcharge	New CPM
CP44	\$19.70/M	1.85%	\$0.35/M	\$20.05/M
2 Panel	\$24.05/M	1.85%	\$0.45/M	\$24.50/M

Grandfathered rates under our Agreement (including as may have previously been adjusted) will also be subject to the \$1/M price adjustment and the 1.85% surcharge.

We ask that you promptly share this Notice with the Trading Partner Contractors. We will separately deliver this Notice to individual Neighborly clients currently advertising under this program.

Please let me know if you have any questions.

Valpak Direct Marketing Systems, LLC


Matthew Biasini (Jan 4, 2022 09:48 EST)

By: Matt Biasini, CFO