

Valid Internet Coupons?

Cashier Tips to Assist in Recognizing Legitimate Internet Coupons*



No Free/High Value Coupons

Most manufacturers *do not issue* coupons for “Free” products, and *avoid* high value coupons. Look for values disproportionately high relative to the price of the item (e.g., 75% or more).

Customer Identifier(s)

Some Internet Coupons may include customer name, identification number (PIN) and/or additional identifier barcode for an added level of security. If applicable, check for these identifiers on the printed coupon.

Consistent Offer Value

Offer value should be the same if printed in different areas on the coupon. Make sure offer value is consistent in all areas.

Expiration Date

Check for unusually long expiration periods or dates that appear to have been altered. Valid Internet Coupons often have short expiration periods (e.g., less than 3 months).

Legal Language

Manufacturers include legal language to protect against fraud and/or misredemption. Words such as “coupons are not to be altered, copied, transferred, purchased, sold, etc.” are included on most Internet Coupons.

Easily Scannable Barcode

Proper Internet Coupons use technology that creates clear barcodes. Look for barcodes that are unusually fuzzy or appear to have been altered.

Color or Black & White

Internet Coupons can appear in color or black & white. Use other guidelines here as your primary reference for recognizing a valid Internet Coupon.

Multiple Coupon Prints

Look for multiple prints (more than 2) of the exact same coupon. Most valid Internet Coupons provide print controls that limit customers to 1 or 2 prints of a coupon.

Obvious Alteration

In addition to the tips included here, in general look for coupons that appear to be obviously altered. Common sense goes a long way!

* These guidelines were developed by the Association of Coupon Professionals (ACP) to assist store personnel in recognizing legitimate Internet Coupons, and help minimize inconsistencies in procedures that may result in manufacturer chargebacks and/or disgruntled customers. While there is no guarantee of the legitimacy of any coupon received by the retailer, including Internet coupons, the ACP recommends these guidelines to help ensure acceptance of, and reimbursement for, valid coupons.

Sample Vendor-Specific Coupon Designs: Different vendors may have their own design, yet maintain many of the key elements described above.

Manufacturer's Coupon
For use only by the household of: Jane Doe

Expiration: 08-31-200X

Coupon may appear in color or black and white

SAVE \$1.00
off any **BRAND** products

www.brand.com

Limit one coupon per item purchased. Void if duplicated, altered, or expired. Do not transfer.

RETAILER: The Company will reimburse the face value of this coupon plus \$0.08 handling provided it is redeemed by a consumer at the time of purchase on the brand specified. Coupons not properly redeemed will be voided and held. Alteration or reproduction of this coupon is expressly prohibited. May not be sold, transferred, copied, or auctioned. (ANY OTHER USE CONSTITUTES FRAUD). Mail to: ABC Company, 122 Main Street, Anytown, USA 00000. Cash value \$0.01. Void where taxed or restricted. LIMIT ONE COUPON PER ITEM PURCHASED. © Company, Inc.

1234567 123456

5 12345 10076 0

POWERED BY E-CENTIVES®

Printed by one or more of the following U.S. patents: 5,321,208; 5,205,095; 4,403,175; 4,885,445; 5,170,866; and 5,055,090. Other patents pending.

MANUFACTURER'S COUPON Expires 11/30/200X

SAVE \$1.00
ON **BRAND**® PRODUCT

0012 3456 7890 1234

RETAILER: You will be paid face value plus 8¢ handling allowance provided you and the consumer have complied with the offer good only on BRAND® product. Limit one coupon to a customer. Invoice proving purchase of sufficient stock of BRAND® product must be shown upon request. For prompt payment of this coupon mail to: BRAND® Company, Dept #1234, 1 Street Address, City, State 12345. Cash value 1/2¢. Note: Offer void where prohibited. Void if reproduced, altered, transferred or expired.

RETAILER: Authenticate at www.printcoupons.com. Do not accept without a dot-scan 2D barcode below the expiration date.

0000000-111111

CONSUMER: Sample coupon. Not valid for any purchase. One coupon per purchase only on product(s) indicated; any other use constitutes fraud. Void if reproduced, altered, or expired. Do not transfer. 083000 30

45678

5 12345 10076 0

Visit us at www.brand.com

MANUFACTURER'S COUPON Expires: 08/02/200X

SAVE \$1
on **BRAND** products

RETAILER: We will reimburse your face value plus 8¢ handling on the specified products only invoices providing proof of purchase of sufficient stock of couponed merchandise must be shown on request. Coupon may not be assigned, transferred, or reproduced. Coupon is void where prohibited, taxed or restricted by law. Cash value 1/100¢. Coupons also refused if not submitted through agencies or clearinghouses approved by us. For prompt payment of this coupon, please send to: SmartSource Online Customer Service, News America Marketing, 1211 Avenue of Americas, New York, NY, 10036.

CONSUMER: One coupon per purchase only on product(s) indicated; any other use constitutes fraud. Void if reproduced, altered or expired. Do not transfer. Consumer must pay sales tax.

PIN Number: 77889001

Offer ID#1751 (1064-251-601)

POWERED BY SMARTSOURCE®

5 12345 34512 5

030030 123456

Dealer: This coupon may appear in color or black & white. Coupon void if copied or transferred.

Sponsors: E-CENTIVES®

CAROLINA
SALES



PEPSICO



Unilever

BRAND COUPON
NETWORK



COUPONS-INC



RPR
"A Coupon Services Co."



FMI
FOOD MARKETING INSTITUTE

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We do not accept internet coupons for free items.

Limit of 2 of the same coupon will be accepted.

We do not accept internet coupons with no expiration date.