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COUPON TIPS

Created by Gina Beale (Saved Saver).
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THREE BASIC CONCEPTS TO EFFECTIVE COUPONING

- 1. Where to Find Coupons**
- 2. How to Use Coupons**
- 3. How to Organize Coupons**

Where to Find Coupons

- Blinkies
- Peelies
- Hang Tag Coupon
- In Store Coupon Books & Pamphlets
- Printable coupons (coupon.com, store websites)
- Newspapers (inserts)
- Catalina

Blinkies



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Peelies



Hang Tag Coupons



In Store Coupon Books & Pamphlets



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Printable coupons (coupon.com, store websites)

The screenshot shows the coupon.com website. At the top, there are navigation links for "Who We Are", "Business Solutions", "Affiliate Program", and "Privacy Policy". Below these are social media icons for My Yahoo!, Google, My AOL, My MSN, and Coupons.com. The main navigation bar includes "coupons" and "recipes" tabs, along with "Register" and "Sign In" links. On the left, a "Coupon Carrier" box shows "MONEY SAVED \$0.55" and "COUPONS CLIPPED 1". Below this is a "VIEW BY CATEGORY" section with a list of 187 categories, including Apparel, Automotive, Beverages, Books & Magazines, Entertainment, Flowers & Gifts, Foods, Frozen Foods, Health Care, Household, Office Supplies, Personal Care, Pet Care, Photography, Professional Services, Restaurants, Toys and Games, and Expiring in 7 days. The main content area is titled "Free Coupons" and features a search bar for ZIP codes. Below the search bar, there are six coupon cards, each with a product image, a discount amount, and a "CLIP" button. The coupons are: 1. Save \$1.00 on Nabisco products. 2. Save 75¢ on Ball Park Jumbo product. 3. Save \$1.00 on all Ox-Active liquid laundry detergent. 4. Save 55¢ on Sargento Deli Style Sliced Cheese. 5. Save \$1.00 on Lean Cuisine products. 6. Save \$1.00 on Old El Paso products.

STORE



Three examples of printable coupons are shown in a vertical column. Each coupon has a red "select to print" button at the bottom. The first coupon offers "\$2 off" on two 4-pk. Dannon Activia yogurts. The second coupon offers "50¢ off" on two Market Pantry boxed macaroni & cheeses. The third coupon offers "\$1 off" on a 15.3-oz. Campbell's Slow Kettle soup.

COUPONS.COM

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Newspapers (inserts)



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How to Use Coupons

Buy One Get One = BOGO

Store
Promo



Manufacture
Coupon

ALL Stayfree
buy 1 get 1 FREE

IT'S JUST FREE!

Buy One Get One = BOGO

Buy One Get One Free Store Promo

Buy One Get One Free Manufacture Coupon

Final Price: BOTH FREE

Stacking Coupons

TARGET WEB COUPON

EXPIRES 10/12/13

\$1 off

Smucker's ice cream toppings







Valid in store only. This coupon for use by original recipient only. Limit one coupon or offer per guest. Void if altered, transferred, purchased, sold or prohibited by law. Item(s) may not be available at all stores. Not valid in Canada. Quantities limited; no rain checks. Coupon value may not exceed value of item purchased. No cash value.



VOID

9856-0112-3854-7409-0494-2328-53

5% Save an extra 5%* with the credit or debit REDcard® at Target. *Some restrictions apply to 5% savings. See program rules at Target.com/vee/redcard for details.

MANUFACTURER'S COUPON

Expires 10/9/2013



SAVE \$1.00

when you purchase
any Smucker's® topping

CONSUMER: Limit one coupon per purchase. Good only in the U.S.A. on purchase of brand/size indicated. Void where regulated or prohibited, or if altered, reproduced, or transferred. Any other use constitutes fraud. Consumer must pay any sales tax. RETAILER: You will be reimbursed in accordance with The J.M. Smucker Company Coupon Redemption Policy, to obtain visit www.redemptionpolicy.com/smuckers. Cash value 1/100 of 1¢. Redeem by mailing to: The J.M. Smucker Company, P.O. Box 879136, El Paso, Texas, 68587-0136. Good only in the U.S.A. © The J.M. Smucker Company

RETAILER: Authenticate at www.veri-fi.com. Do not accept without a dot-scan barcode below the expiration date. 000913 029



VOID



VOID

5 51500 40076 5



VOID



VERI-FI

www.veri-fi.com

000913 029

Stacking Coupons

This means you may use two different coupons for the same item. In order to stack a coupon, the coupons need to be for the same item, product size, etc.

Here's an example of a previous coupon stack that was available at Target:

Buy: (1) Smucker's Ice Cream Topping at \$1.99

Use: (1) \$1 off 1 Smucker's Topping **Manufacturer's Coupon**

Use: (1) \$1 off 1 Smucker's Ice Cream Toppings **Target Coupon**

Final Price: **Free after coupons**

How to Organize Coupons

How to Organize Coupons

- **Method A - Accordion File**
- **Method B – Coupon Binder**

•Method A - Accordion File



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Method B – Coupon Binder



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Creating Your Shopping List



- The Items name
- The items price
- Aisle location for the item

Potential Savings

2011 – \$3879.00



2012 - \$5000.00+



Save Big Money!



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