

# 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** Expiration: 09-31-200X

For use only by the household of Jane Doe

Coupons may appear in color or black and white

**\$1.00**



**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 \$38 handling provided it is redeemed by a customer at the time of purchase on the brand specified. Coupon not redeemable and the product and item identification or reproduction of this coupon is required. Coupon may not be used, transferred, copied, purchased, sold, altered, copied, transferred, purchased, sold, etc. Coupon valid only in the United States. © Company, Inc.

1234567 123456

5 12345 87890 9

Barcode: 12345 10076 0

Visit us at [www.brand.com](http://www.brand.com)

**MANUFACTURER'S COUPON** Expires 11/30/200X

**SAVE \$1.00**  
ON BRAND® PRODUCT



RETAILER: You will be paid face value plus the handling charge provided you and the customer have complied with the other guidelines on this coupon. Void if altered or a customer receives partial payment of software used. Coupon not redeemable and the product and item identification or reproduction of this coupon is required. Coupon may not be used, transferred, copied, purchased, sold, altered, copied, transferred, purchased, sold, etc. Coupon valid only in the United States. © Company, Inc.

RETAILER: Authorization of www.brand.com. Do not sell without a physical ID barcode from the manufacturer.

56789 000020011111

Barcode: 12345 10076 0

Visit us at [www.brand.com](http://www.brand.com)

**MANUFACTURER'S COUPON** Expires: 09/30/200X

**SAVE \$1**  
on BRAND products



RETAILER: We will reimburse your face value plus the handling on the specified products only (includes providing proof of purchase in a store or other proof of purchase) provided you and the customer have complied with the other guidelines on this coupon. Coupon may not be altered, copied, purchased, sold, altered, copied, transferred, purchased, sold, etc. Coupon valid only in the United States. © Company, Inc.

COUPON: This coupon is not redeemable for cash. Coupon may not be altered, copied, purchased, sold, altered, copied, transferred, purchased, sold, etc. Coupon valid only in the United States. © Company, Inc.

TIN Number: 123456789012  
Code: 001781  
11064 231 6011

Barcode: 12345 34567 8

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