PPA

The Smart Publisher's Guide to Voucher Scheme Safety

Please …	
Be Clear	**Make sure voucher wording is legal, unambiguous & clear for the consumer and retailer to understand.**
Be Certain	The voucher must clearly state the **cash value** and the **product**. (eg: 'Save 50p Off MY Magazine' issue dated xxx). The offer must be **clear and easily understandable** to the retailer to ensure acceptance at the till.
Be In Time	Show the **consumer redemption date** clearly on the front of the voucher All redemption periods should meet the minimum industry requirements: **Min Consumer redemption period** — **28 days after off sale** **Min Retail redemption period - additional** — **14 days** **Min Wholesaler redemption period - additional** — **42 days** **Total number of days after off sale** — **84 days** (To support reducing retailer shrink, wholesalers will credit late retailers voucher returns providing they are within the wholesaler's redemption period).
Be Alert	Certain retailers do not require the product to be present in order to redeem the voucher. They may redeem vouchers against any product in the shopping basket. Work with retailers to discourage this practice. Consider limiting voucher campaigns to retailers who **do** require the product to be present. **See reverse side for advice on wording.**
Be Watchful	Vouchers are as good as cash. This fact has not escaped a number of unscrupulous individuals who specialise in acquiring large quantities of vouchers & attempt to turn them into ready money through the redemption houses. Keep in touch with your distributor and redemption house to monitor such activity.
Protect Yourself	Review redemption patterns with your distributor and the redemption house. If there is evidence of blatant mal-redemption, you may choose **not** to pay out to some claimants. **But be sure to include wording to this effect on the voucher.**
Cheap … Means Cheerful	High value vouchers are attractive to readers … and also all the wrong kinds of people (see above). Keep the value of your vouchers **appropriate** to the product **and** the promotional medium. As a general rule don't put high value vouchers in low price media.
Watch the News	Consider your promotional media carefully. Newspapers give wide coverage to your voucher promotion but also put temptation into many more hands. Be aware of the risks as well as the opportunities.
Mind the Net	Don't get caught out by the internet. On line vouchers can be printed many times. Some may get redeemed against your magazine, but not necessarily all. For some people the Internet is literally a licence to print money!
Stay Single	PPA recommends avoidance of multiple issue vouchers. Retailers may redeem more than one voucher simultaneously and not necessarily against the intended title or issue.

… and Please <u>Be Supportive</u> of the efforts of PPA, the ANMW, Institute of Sales Promotion and many others who invest time, money & effort into preserving the integrity of vouchers as an important promotional opportunity.

For further information please contact: Kate McElroy at PPA – 020 7400 7529

Standard Voucher Specifications

Discount Value must be in bold

DO NOT state the discounted cover price of the mag with the voucher discount.

Save £1.20 OFF
September Issue

'OFF' must be written in capitals & in bold type

MY Magazine

The Monthly Women's Magazine which is published……..
'Just for You'

This section (shaded) is free to include a promotional message.

The coupon **Must State:**

- Discount off the magazine
- Product
- Issue
- Valid until date.

Max height 92mm

Min height 42mm

Save £1.20 OFF
September Issue

Offer Valid Until 4th September 2010

To the customer: This coupon can be used in part payment against MY MAGAZINE **issue dated September (on sale 01/08/10)**. One coupon per item purchased. Please do not attempt to redeem this coupon against any other product or issue as refusal to accept may cause embarrassment. Voucher expires 02/**10/10**. Offer subject to availability.

To the retailer: Please accept this £1.20 coupon as payment towards a copy of MY MAGAZINE **issue dated September 2010 (on sale 01/08/10)**. One coupon per item purchased. The issuer reserves the right to refuse payment against incorrectly redeemed coupons. Claims to your supplying wholesaler must be made **by 16/10/10**. A 2p handling allowance is credited for each coupon redeemed.

To the wholesaler: Please credit the retailer for a normal sale, plus a handling charge of 2p.

Wholesalers & organizations sending coupons direct to clearing houses: Please submit coupons to: Valassis Ltd, Dept. XXXX, Bangrave Road, Weldon South, Corby, Northants, NN17 1NN by 27/**11/10**
Coupon value 0.001p.
OFFERS VALID IN THE UK ONLY.
NCH NO: 112233444

42000 06200

Min height 19mm

Min width 22mm

4 mm

Max width 128mm, Min width 70mm

The barcode must be 4mm away from dotted lines to the right hand side or below.

The Barcode needs to have a clear white space around it of 2mm on the left and right & 1 mm at the top & bottom.