

# Print Coupon Consumption Never Seems To Falter And Only Skyrockets!

## DID YOU KNOW...

- The average American household can save \$1,000 per year by spending 20 minutes a week gathering coupons.
- Only 1% or less were distributed through online channels.
- My Shopper readers look for coupons in every issue.

Your customers are looking for value now more than ever. Coupons are an easy and effective way for you to give them the money-saving opportunities they demand. We are making it easy and very affordable for you to place your coupons in our publications- run a coupon in My Shopper for as little as \$30\* a week (per edition)!



CLIP & SAVE

Run a  
Coupon  
This Size  
for Only

\$30\*

A Week!

\* Limit of 3 coupons per week,  
per paper, per customer.

or, only \$15 per  
coupon, per  
paper, per week  
when you run a  
coupon in  
addition to any  
size display ad.

*Coupons positioned  
prominently and listed in  
the index to make them  
easy to find.*

*My  
Shopper*