

## Coupon Offer Guide

### Restaurants/Pizza/Etc

- A) FREE Dinner/etc
  - a. Buy one dinner/pizza/sandwich/etc get one free
  - b. Buy one dinner/etc. & 2 soft drinks, get one free
  - c. Buy any Large Pizza, get a small free
  - d. Buy a large pizza get a FREE crazysticks or dessert or whatever
- B) ½ OFF
  - a. BOGO ½ off
  - b. Buy one and 2 drinks, get second ½ off
- C) \$ OFF
  - a. Expensive restaurant - \$7 OFF Any 2 dinners, \$5 OFF Any 2 dinners
  - b. Pizza \$3 OFF Any Large or \$5 OFF any large Specialty Pizza
  - c. \$5 OFF any purchase of \$25 or more, almost always safe. \$3 OFF \$15 is good
  - d. \$2 OFF 2 lunches
- D) Package Price
  - a. Family Meal \$19.99 Includes 8 pc, 2 sides, 4 biscuits, etc (make sure you include what is in it in the verbiage)
  - b. Lunch special \$5.99 Includes ½ sandwich, chips & drink (Usually \$7.99)
  - c. Tailgate Special \$44.99 Includes 3 pizzas & 50 wings

### Entertainment

- A) \$ OFF
  - a. \$5 OFF any Show
  - b. \$10 OFF any purchase of \$100 or more
  - c. \$2 OFF any kids go cart ride
- B) Get something free when you buy something else
  - a. FREE Popcorn with any ticket purchase
  - b. FREE Kids Admission with purchase of adult
- C) Limited Time Offers leading up to an event or on slower days
  - a. Save 50% when you buy your tickets by August 30<sup>th</sup>
  - b. BOGO FREE On Tuesdays
- D) % OFF
  - a. HAS to be 15% OFF or more
  - b. Date specific (20% OFF on Tuesdays and Thursdays Only)

## Retail/Stores

- A) \$ OFF – you can almost always find a \$ Off deal for a retail store
  - a. \$5 OFF a necklace
  - b. \$5 OFF any purchase of \$20 or more
  - c. \$150 OFF any engagement ring \$999 or more
  - d. \$100 OFF any flooring purchase of \$999 or more
- B) % OFF
  - a. 35% OFF any one item
  - b. 20% OFF any purchase of \$50 or more
  - c. 50% OFF purses on Mondays (big discount on a specific item on a specific day)
- C) FREE with purchase of
  - a. FREE Paint Brush with purchase of a gallon of paint
  - b. FREE Tank top with purchase of \$10 or more

## Home Service/Auto (There is good cross over here)

- A) \$ OFF
  - a. \$10 OFF Service call - Not only is this good for service but also leads to sales, \$10 OFF, \$20 OFF, etc
  - b. \$25 OFF any carpet cleaning project of \$140 or more
  - c. \$15 OFF New Brakes
  - d. \$7 OFF Oil Change
- B) Package Price
  - a. Oil Change \$19.99
  - b. Furnace Tune Up - \$79.99
  - c. Pool Opening - \$225
  - d. 3 Rooms Carpet Cleaning Only \$99
  - e. New Brakes only \$79.99
  - f. Water Softener Tune Up - \$49
- C) % OFF
  - a. Depending on the market a % discount for veterans or senior citizens can be great 15% is usually good
  - b. When using a % discount, cap the discount amount if the advertiser is concerned about giving away to much. 15% OFF any tree service (Maximum discount \$150)
  - c. 25% OFF first pest control service (New customer offer)