



Basic Online Coupon

The Valpak.com Basic online offer “Value Offer” is the most widely used format for a Valpak.com coupon. Advertisers have the following offer types to choose from when setting up their Valpak.com basic coupon:

Standard Coupon (default) – A maximum of one offer is allowed. The offer start and end date will be equal to the order start and end date and cannot be edited.

Standard Coupon, No Expiration Date – This is the same as the standard coupon but does not have an expiration date on the printable coupon.

Non-Printable Coupon – This type does not generate a printable coupon. It displays a “Visit Website” link that when clicked takes the user to the advertisers site.

With this type your client may also purchase a website link, email link, or both.

O’Gorman’s West Towne Auto		Print Now	Add to Basket	
7105 W North Ave WAUWATOSA Distance: 0.8 miles	Phone	Lube, Oil and Filter Change \$22.95 most cars		
Directions				
Aaa Tax Service		2 Offers!	Print Now	Add to Basket
109 N Potomac St HAGERSTOWN Distance: 0.2 miles	Phone	30% OFF Income Tax Preparation \$50 OFF Any Corporate Or Business Tax Prep		
Directions				

Premium Online Coupon

The Valpak.com Premium online offer is an upgrade from the Valpak.com Value Offer which includes features such as a logo, links to the advertiser’s web site and/or email address, and display barcode on the coupon itself. Advertisers have the following offer types to choose from when setting up their Valpak.com Premium coupon:

Standard Coupon (default) – A maximum of one offer is allowed. The offer start and end date will be equal to the order start and end date and cannot be edited.

Standard Coupon, No Expiration Date – This is the same as the standard coupon but does not have an expiration date on the printable coupon.

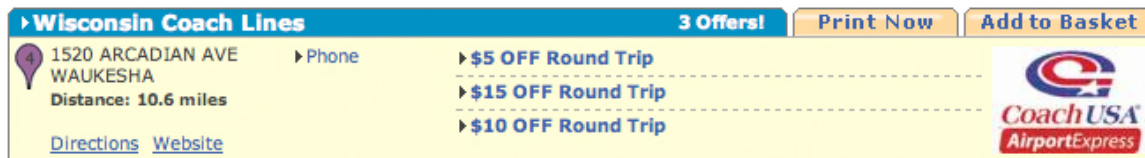
Non-Printable Coupon – This type does not generate a printable coupon. It displays a “Visit Website” link that when clicked takes the user to the advertisers site.

Featured Position – This type is the same as a Standard Coupon, but allows for featured placement within a category and can easily be identified by the light gold background.

Featured Position, Non Printable – This type is the same as a non-printable coupon, but allows for featured placement within a category and can easily be identified by the light gold background.

Featured Position, No expiration date - This type is the same as a Featured Position, but does not display an expiration date on the printable coupon, allows for featured placement within a category, and can easily be identified by the light gold background.

When a premium product type is selected, a maximum of three offers are allowed. The offer start and end dates will default to be equal to the order start and end dates. The user can change the offer start and end dates, but at least one offer must be active on each day, from the order start date through the order end date.



Wisconsin Coach Lines 3 Offers! Print Now Add to Basket

1520 ARCADIAN AVE WAUKESHA Distance: 10.6 miles Phone Directions Website

\$5 OFF Round Trip
\$15 OFF Round Trip
\$10 OFF Round Trip

Coach USA Airport Express

Banner Ads

Valpak.com provides a natural extension of your client’s presence in the Valpak envelope. Each franchise office can run banner ads for up to four advertisers which will display at the top of all Valpak.com pages. These banners provide constant visibility and can either link to the advertiser’s printable coupon or to the advertiser’s web site.

Menu/Info Pages

Menu and Info pages provide a more content rich user experience on Valpak.com. Menu/Info pages can only be ordered on Premium orders. The Menu/Info page will show a link on the category list for the advertiser. Menu/Info pages include the advertiser’s products, restaurant’s current menu, services, special offers, disclaimers, calendar, expiration dates and other kinds of information online at Valpak.com