



The
Valpak®



DEALS &
DISCOUNTS
SEPTEMBER 2012

National Coupon
Month
Savings Playbook



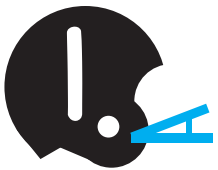
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Huddle Up!

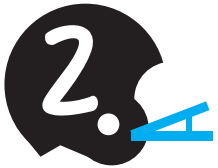


Fall is the perfect time to search for deals and stretch your savings. Back to school, tailgating, fall activities and more are just the start to the expenses you are bound to face this season. It's time to tackle any expense with great ways to save. National Coupon Month celebrates your ability to save extra cash with deals, discounts and most of all, coupons.

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Valpak.com created the total savings playbook so you can save at grocery stores, malls and local retailers like a pro. National Coupon Month is the perfect time to test your frugal abilities - can you save every day for a month? The Coupon-a-thon has daily expert tips to help you score big savings, plus you can discover what kind of couponer you are!

Did You Know?

Grocery coupons are the most sought after - but you can find coupons in your area for just about anything!



National Coupon Month

Start With a Coin Toss!

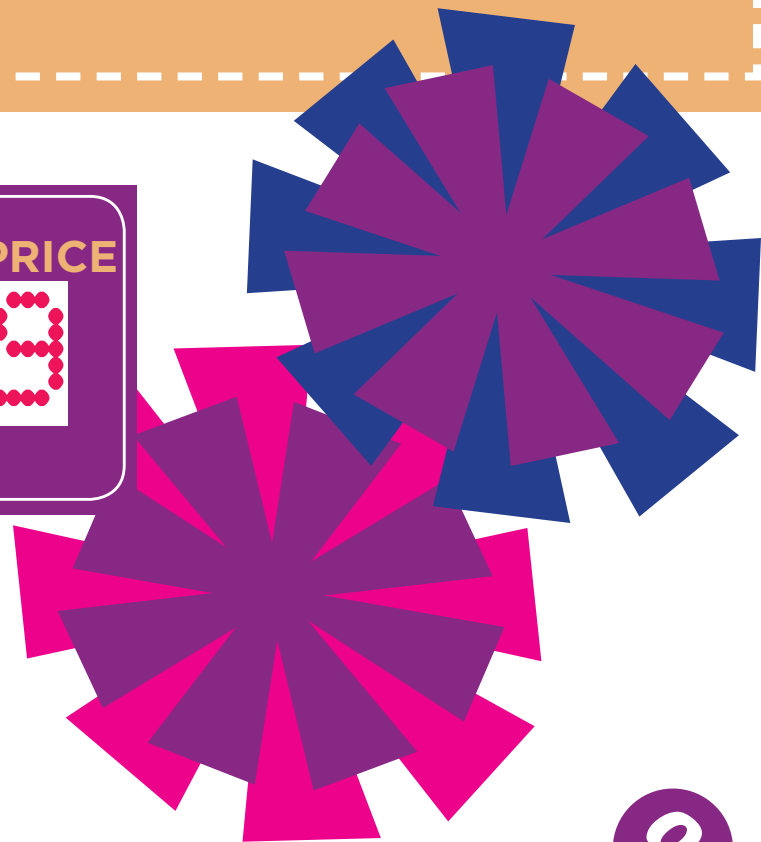
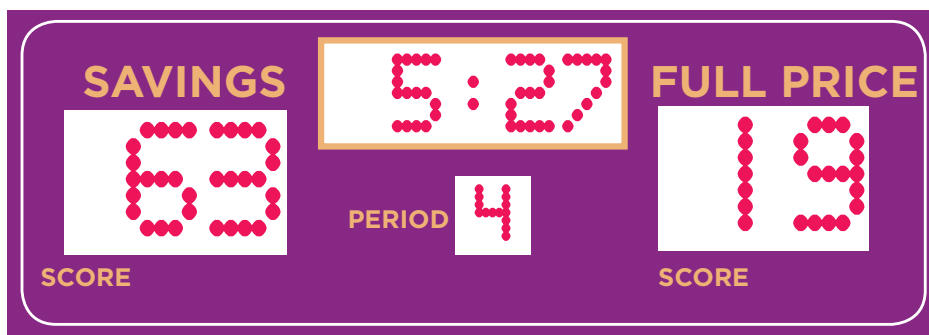
September 2012 kicks off National Coupon Month for the 14th straight year, bringing you the best tips and tricks on ways to save. While it's easy to set a budget each month on what you **SPEND**, National Coupon Month encourages you to make a plan on what you **SAVE**. Armed with the right defense against impulse buys, and step-by-step plays to budget, you can change your spending habits to pay off debt, plan ahead for vacations and holidays, and make the most of your money. National Coupon Month challenges you to take a 'time out' from spending and really see where you can easily cut corners to score big.

Did You Know?

Moms are roughly

TWICE

as likely to search for coupons online than any other category of women.



Test Your Skills

On a couponing team, everyone plays a role. Whether you are the MVP, the Rookie or the Hall of Famer, we all have the same goal - to win big and save money!



QUIZ: WHAT KIND OF COUPONER ARE YOU?

1. What do you carry when you're searching for deals?

- A.** Envelope full of local favorites
- B.** Just my purse - it has my essentials
- C.** Trusty calculator
- D.** Alphabetized binder full of coupons

2. The most common expiration date on your coupons is:

- A.** Christmas Eve
- B.** Tuesday - have a full weekend to shop
- C.** End of the month - planning takes time
- D.** Sunday - need my Friday evening shopping spree

3. What is your favorite coupon to use?

- A.** Door busters
- B.** BOGO - Buy one get one 50% off
- C.** \$5 off five 24-roll toilet paper
- D.** \$2 off spices for \$2.09

4. How much time do you spend searching for deals and coupons?

- A.** Thanksgiving Day so we are ready for Black Friday!
- B.** When I am looking for something specific
- C.** Whenever I can
- D.** Everyday - multiple times a day

5. What kind of outfit are you sporting for your shopping trip?

- A.** Reindeer antlers - 'tis the season!
- B.** Nothing fancy, just my usual jeans
- C.** Sweat suit - it's game time!
- D.** Best running shoes money can buy

6. When using a coupon or getting a great deal, what kind of shopping are you doing?

- A.** Memorial Day blowout sales
- B.** New pair of shoes for the kids
- C.** Non-perishables
- D.** Groceries for the month

Mostly A's, you are a

SEASONAL SHOPPER

Holiday weekends, seasonal sales and Black Friday make your adrenaline go. These deals only happen once a year and you plan to take full advantage. Couponing may not consume your life but you believe it is far more important to score the latest video game for your son at 80% off then to sleep past 5am.

Mostly B's, you are a

SAVINGS ROOKIE

You haven't been in the game that long, but you know what you are doing when it comes to searching for the best deals. You love a good discount, especially if it is on something you were planning to purchase anyway! You don't consider yourself a crazy couponer, but still manage to save some money every time you shop.

Mostly C's, you are a

MVP OF DEALS

Go big or go home is your motto when it comes to shopping. Whether it's a necessary item or not, if you have a coupon, you will use it! You are planning to convert your dining room into a storage area for all of your extra items since your kitchen, garage and living room are currently full. All you need to do is to convince your family!

Mostly D's, you are a

COUPONING ALL-AMERICAN

If you haven't been featured as an extreme couponer, you should be. Your dedication to saving money is impressive and everyone takes notice. Searching online until the early morning hours, trading coupons with friends of friends of friends and utilizing every possible transaction puts you in the Hall-of-Fame of couponers.

Stats & Rankings

A look at how shoppers are saving and spending. Where do you rank?

9.9 weeks

Average coupon expiration length

Amount consumers saved using coupons in 2010

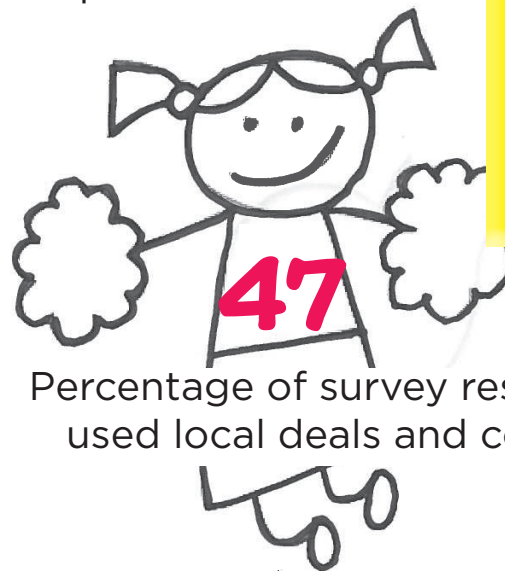
3.7 billion

92.5 million

Adult Internet users who will use online coupons in 2012

60

Percent of women who said, "That's my kind of man", when asked how they feel about a man using a coupon on a date or special occasion



Percentage of survey respondents who used local deals and coupons in 2010

485 billion

Dollars worth of coupons distributed in 2010

A Savings-packed September

Everyone's saving for something, so put a small amount of your energy into keeping a few dollars in your wallet with these 30 tips for 30 days. Every day during the month of September you can make small changes to score big savings!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>The warm weather of the summer means more outdoor sports and activities, but Did You Know 25% of consumers spend up to an hour shopping for the best online discount deals?</p>						<p>1 Host at Home: For the last big summer weekend, host a potluck to bring friends and family together for cheap.</p>
<p>2 Schedule Your Spending: Take the time today to designate what days of the month and amounts you want to spend shopping on groceries, clothes, dining out and when to pay bills.</p>	<p>3 Stack Your Savings for the Labor Day Sales: Always pair coupons with sales to get even more bang for your buck.</p>	<p>4 Commit to Cutting Costs on Your Commute: See how much you can save by carpooling to work, planning your errands so you make fewer trips and utilizing public transportation.</p>	<p>5 Create a Coupon Clutch: Keeping track of all of your coupons through email or on sites can get tricky so consolidate all your deals into one place.</p>	<p>6 Don't Forget the Expired Coupons: Did you find a coupon that expired on Labor Day? Many businesses will give you the discount of what you paid for the coupon, even if the deal is expired.</p>	<p>7 Money Saving Movie Night: Check out a subscription service or rental kiosks for up to \$10 cheaper than your cable company.</p>	<p>Frugal Football Fans: It's tailgate time! Take today to get all your tailgate needs together and decide ahead of time who can bring what, to help split the costs.</p>
<p>9 Stash the Office Fridge for the Week: For this week, bring in some lunch staples that you can keep in the office, including salad fixings and frozen meals.</p>	<p>Don't Pay for a Pro, DIY: It's National Sewing Day! Learn to sew online so you can mend those zippers, loose buttons and holes to make favorite items new again.</p>	<p>11 Bring Your Own Brew Each Day: You can save up to \$1,000 per year by making coffee or tea at home or in the office.</p>	<p>12 You Don't Get What You Pay For, You Get What You Ask For: It's mid month, where most utility bills are due. Take a look at what you are spending. If something is expensive, always haggle.</p>	<p>13 Check Your Cell Phone Bill Plan and Usage: While you are taking a look at your bills, you could be paying for services you aren't using, such as unlimited texting!</p>	<p>14 Don't Party on Pay Day: When you see your balance bounce back up on payday, it's easy to go out and celebrate. Set a certain amount aside for weekend activities, savings account and bills.</p>	<p>15 Be a Gorgeous Guinea Pig: Take a 'Saturday Beauty Day' and use professionals in training paying a fraction of the cost on haircuts, massages and spa services.</p>
<p>16 Plan Your Meals: This week, write out exactly what you want to make and what items you need to get at the store which will help eliminate costs of dining out!</p>	<p>17 Don't Get the Monday Munchies: Avoid vending machines and stop-n-shop stores for snacks. They typically have high markups compared to the grocery store.</p>	<p>18 Bag it Up: Bring your own reusable bags when grocery shopping. Some grocery stores offer discounts per bag!</p>	<p>19 Regulate Electricity Use: When they're not in use, unplug electrical appliances. By unplugging them instead of just switching them off can save money!</p>	<p>20 Before You Buy Something New, Sell Something Old: In advance of weekend shopping, look in your house for things you might be able to sell including old clothes, electronics and toys.</p>	<p>21 Host Your Own Happy Hour: Don't let TGIF put a dent in your wallet. Host your own happy hour in the office or look for locations that have drink specials.</p>	<p>Frugal Fall: It's the first day of autumn! Take today to make your 'Fall Calendar' to include upcoming tailgates, holidays and activities so you can budget your fall accordingly.</p>
<p>Beat the Holiday Haze: Make your Thanksgiving, holiday travel and shopping plans now. Make a list of everyone you'd like to buy for and look into travel options.</p>	<p>24 Host a Swap: What was old is new! This week, plan a swap with friends to make good use of clothing, books, movies and toys that you may not use!</p>	<p>25 Don't Toss Your Cash in the Trash: Check the food in your pantry and refrigerator for expiration dates. By not paying attention, you could be throwing away money and wasting food!</p>	<p>26 Costly Cleanup: Cleaning your home can be expensive, so make your own cleaning products with simple ingredients like baking soda and vinegar.</p>	<p>27 Go Green to Save Green: It's National 'Crush a Can Day', so make sure that you are recycling cans and bottles. You can even cash them in for a little extra money.</p>	<p>Check out Cheap Thrills: Plan for the weekend by checking out festivals, concerts or a fun class are going on in your area for free or discounted!</p>	<p>Go Grocery Shopping in a Hurry: Plan out your Saturday activities and squeeze in a trip to the grocery store. You'll be in-and-out quickly with little time for temptation to buy things you don't need.</p>
<p>30 Keep on Couponing ALL YEAR LONG: ALWAYS find coupons for the seven most expensive items: appliances, oil changes, computers, natural foods, razors, online clothing and diapers.</p>	<p>Continue saving money throughout the year! Did You Know 8 MILLION people visit Valpak.com every year to check out the local deals and that doesn't include the offers available in the Blue Envelope®.</p>					



Coupon-a-Thon

Pledge to participate in our Coupon-a-thon, a 30-day savings marathon, to save everyday during the month of September. Share your budgeting strategies and track your savings to see how much you save at the end of the month.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Do you have the endurance to save money everyday all month long? Track your progress here!						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	Follow the Coupon-a-thon and pledge to save all month long on Valpak's Facebook page and Twitter handle @Valpakcoupons.					



About Valpak

The savings enthusiasts at Valpak, the 44-year direct and digital savings leader, have huddled up to celebrate National Coupon Month. With savings players, including the free to download Valpak app, Valpak.com deals and Valpak's signature Blue Envelope® of coupons, there is a strong savings team to help you stretch your dollars. With easy search and navigation functions, along with the augmented reality function, the Valpak app provides you access to deals right from your smartphone's camera. Valpak.com recently teamed up with Savings.com to provide even more national deals and savings for shoppers, and offers 17,000 offers per month.