

web coupons

NATURAL AWAKENINGS NOW OFFERS ONLINE COUPON MARKETING!

Coupon marketing is a powerful tool that can help you close and increase sales, especially in our current economy. Advertising Age reports that 87 percent of all shoppers use coupons, and a survey cited by The Wall Street Journal notes that 54 percent of shoppers have already stepped up their use of coupons, with more expected to do so. And, A.C. Nielson Co. reveals that 95 percent of all shoppers like coupons, and 60 percent actively look for them.

Traditionally, most coupon distribution has been via direct mail pieces, inserts in newspapers and magazines, or ads on TV or radio that direct consumers to a coupon offer. Due to inefficient audience targeting and distribution problems, only 3 percent of these coupons are used.

You can now sidestep those challenges—and be environmentally friendly at the same time—by taking advantage of Natural Awakenings' unique web coupons program. Create and distribute your own digital coupons by using our interactive website, where you can send money-saving offers to consumers via their computers, phones and hand-held devices.

Our website is designed with the customer in mind. Easy-to-use navigation tools empower your clients to get the savings they need when they are ready to purchase. Packed with customer-friendly features, the website helps you



Natural Awakenings' advertisers will see this symbol next to their Community Resource Guide listing

retain clients, so they keep coming back.

USER-FRIENDLY TOOLS

1. Easy "Search" feature.
2. Print and save capabilities: Customers can browse coupons, add selected offers to a print cart, and print them. They can also save them to use another time.
3. Email updates feature: Customers can request offers by email, and you can send instant promotions to your subscribers through our website.
4. RSS feeds: Buyers can subscribe to your website for direct updates.
5. Forwarding capabilities: Customers can send offers to friends using our website's built-in email tool and social networking tools like Twitter, Facebook, Digg and others.
6. Yellow Pages-style directory that lists your business even when you are not posting offers.

Consumers love to save money, and digital coupons are cost-effective marketing tools that build sales volume and brand loyalty.

online coupon advertising

Please Circle the Areas
Your Business Serves

Check Here for All Areas

| | |
|--------------------------|----------------|
| Alabama | Minnesota |
| Alaska | Mississippi |
| Arizona | Missouri |
| Arkansas | Montana |
| Atlanta | Nashville |
| Austin | Nebraska |
| Baltimore | Nevada |
| Boston | New Hampshire |
| California | New Jersey |
| Charlotte | New Mexico |
| Chicago | New York |
| Cleveland | New York City |
| Colorado | North Carolina |
| Columbus | North Dakota |
| Connecticut | Ohio |
| Dallas | Oklahoma |
| Delaware | Omaha |
| Denver | Oregon |
| District of Columbia | Pennsylvania |
| Florida | Philadelphia |
| Georgia | Phoenix |
| Hawaii | Pittsburgh |
| Houston | Portland |
| Idaho | Puerto Rico |
| Illinois | Rhode Island |
| Indiana | San Antonio |
| Indianapolis | San Diego |
| Iowa | San Francisco |
| Jacksonville | San Jose |
| Kansas | Seattle |
| Kansas City | South Carolina |
| Kentucky | South Dakota |
| Las Vegas | St. Louis |
| Los Angeles | Tampa |
| Louisiana | Tennessee |
| Louisville | Texas |
| Maine | Utah |
| Maryland | Vermont |
| Massachusetts | Virginia |
| Memphis | Washington |
| Miami | West Virginia |
| Michigan | Wisconsin |
| Minneapolis/ St. Paul | Wyoming |

Directory Listing Information

Business Name _____

Contact Email _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

Website _____
(If you have a website, please add your address eg., <http://www.domain.com>)

YouTube Link: _____
(If you have a YouTube video of your business, please add your link here)

Important: On a separate sheet, describe your service/business.
500 characters max (each letter and space counts as 1 character)

Offer Form

Offer Title: _____

90 characters max

Offer Details: _____

200 characters max

Dollar Amount Saved: \$ _____ Is This a Web-only Offer? ___ YES ___ NO
(If applicable)

Offer Restrictions _____

(eg., 1 per customer)

Offer Code: _____
(If you have a website where customers would submit an Offer Code)

Link for Offer Page: _____
(If you have a specific offer page, add the link location eg., <http://www.domain.com/page.html>)

Expiration Date of Offer: ____/____/____ (mm/dd/yyyy)

Total Prints: _____
(You can limit how many people can print your offer, or leave blank for unlimited) eg. 500

Image Instructions & Requirements

Company Logo: Any dimension, with a max file size of 100k. File must be a JPG format.

Offer Image: Dimensions - Height: 40 pixels x Width: 120 pixels. Max file size 50k.
File must be JPG format

Natural Awakenings Mile High Edition

Credit Card Billing Authorization Form **Natural Awakenings Coupons**

Phone 303-770-1981 • Fax 303-991-6892
Coupons@MileHighNaturalAwakenings.com
www.milehighnaturalawakenings.com

- One Month @ 19.95
- Two Months @ \$39.90
- Three Months @ 59.85
- More Months: _____

You may change your coupon offer at any time.

Please print this form and fax it back to us. FAX: 303-991-6892

All requested information is required.

- Please charge my credit card below.
- I will pay via the website.

I authorize Natural Awakenings to bill the card listed below as specified:

Amount \$ _____ frequency: One Time _____
 Monthly _____
 Please charge my credit card (ONLY if NAPC does not receive my payment by the 23rd of the month prior to upcoming months issue.)

Start billing on: _____ End billing: On contract expiration
(Today's date) One time charge

Natural Awakenings accepts the following credit cards: CIRCLE ONE: Visa, MasterCard, American Express.

Credit Card # _____ Expiration: _____

Name as it appears on Credit Card: _____

Billing Address for Credit Card: _____

City: _____ State: _____ Zip Code: _____

3 Digit Code _____ (from signature line on back of credit card)

4 Digit Code for AmEx _____ (on front of card)

Cardholder's Signature: _____

Credit Card Authorization

I understand and agree that (my account) all of the fees associated with the advertising I have requested to be provided by ZerbWell, Inc., d/b/a/ Mile High Natural Awakenings are due and payable when billed and I authorize Mile High Natural Awakenings to charge to my credit card (listed above) up to the amount of the contract for the advertising I have requested.

Collection and Attorney Fees

I understand and agree that if I do not pay ZerbWell, Inc. for the advertising I have requested and my account is assigned to a collection agency or placed with an attorney for collection, or the collection of my account is otherwise enforced by law, all collection fees (not to exceed 50% of the outstanding balance of my account) payable by ZerbWell, Inc. to the collection agency or to ZerbWell, Inc.'s attorney for the collection of my account, together with reasonable attorney fees, prejudgment interest, post judgment interest and costs shall be included in any judgment obtained against me. I understand and agree that the collection fees payable by me that are in addition to my account balance are payable by me to insure that ZerbWell, Inc. is made whole on my debt and not as a penalty. I also agree to pay all costs associated with the execution of any judgment obtained against me.

Interest on Account Balances

I will pay all fees and charges upon receipt. I agree to pay interest on any unpaid balance of one and one half percent (1½%) per month which is eighteen (18%) per year.

Severability

Should any provision of this agreement be declared invalid for any reason, all remaining provisions shall remain in full force and effect.

Publisher reserves the right to reject any advertising. All copy, accompanying photos and/or art are subject to publisher's approval. Cancellations will not be accepted after space reservation through a signed contract. By signing, you agree that this is a legal and binding agreement and that you are authorized to sign this document. Credit ads to the advertiser for any missing or held over ads will be attached to the end of the contracted period. Credit for ad copy mistakes will be given only for omission or incorrect information regarding telephone numbers, addresses, and/or the offer and not indicated in approved ad copy.