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BE A PART THE REGIONAL ONLINE COUPON BOOK

THERE IS NO COST TO YOU!

SPPA is teaming up with our sister regional associations to offer a **FREE** opportunity to our supplier members – the chance to participate in our online coupon books. This benefit is a great value to our distributor members, allowing them to save money and deal with our wonderful supplier supporters.

We hope that being a part of this endeavor is a benefit to you as well. It is a no-charge opportunity for you to gain exposure to thousands of distributor companies all across the country, have an actionable "touch" with distributors, and help them do more business with YOU.

Multi Line Reps: please contact your lines and inquire if they're interested in participating, as they will be included in this edition of each book as a courtesy to you.



OUTSTANDING REGIONAL EXPOSURE:

In total, 23 regional associations stretching coast-to-coast are offering this same benefit. As a convenience to you, you can run the same coupon in multiple coupon books, provided you are a member of that regional association (you can create a different coupon for each book but we **strongly** recommend you use the same ad/coupon in each book). *Note: some regionals are producing a coupon book that will expire December 31, 2014 (annual book) and others a coupon book that will expire June 30, 2014 (semi-annual) – those and other details are provided on the following pages.*

TO PARTICIPATE:

Register for all the association's books at once in one of three ways **BY FRIDAY, DECEMBER 6**: print, scan and email the form to regionalcoupons@gmail.com, fax the form to 914-365-2541 or register online at <http://tinyurl.com/qymbkh3>. We will confirm receipt of your form once received. Then prepare and submit the artwork for your ad by Friday, December 6, following the ad specifications listed on page 3.

If you would like to become a member of any of the regionals, you can join one or multiple regionals through the Universal Regional Membership Application (URMA) by clicking here: <http://tinyurl.com/nu8vbuv>.

DISTRIBUTION:

ZOOMcatalog will be converting this coupon book into digital format so that distributors can access it instantly from their computer or mobile device. ZOOMcatalog is an online catalog search engine designed specifically for the Promotional Product industry. If you are not one of their members yet, we recommend look into it for 2014. ZOOMcatalog has developed a system that helps suppliers get their catalogs in front of thousands of distributors and end-users online. Email staff@zoomcatalog.com if you would like to learn more about their services for 2014.

On behalf of all of the participating regionals...THANK YOU for your continued support of the regional associations!

REGIONAL COUPON BOOK PARTICIPATION FORM

COMPANY INFORMATION:

Company Name: _____

Contact Person: _____

Phone Number: _____ Email: _____

REGIONAL ASSOCIATIONS:

Please indicate which regional association coupon books you would like to be included in. Details on where to send the coupons and coupon specifications can be found on the next page.

- Include in all coupons books for all regionals that we (or our Multiline Rep) are a member of**

OR, include in the following regional association books only:

- AZPPA - Arizona Promotional Products Association
- CAAMP - Carolinas Association of Advertising and Marketing Professionals (*semi-annual*)
- CPPA - Chesapeake Promotional Products Association
- GAPPP - Georgia Association of Promotional Products Professionals (*semi-annual*)
- GCPPA - Gold Coast Promotional Products Association
- HPPA - Houston Promotional Products Association
- OPPA - Ohio Promotional Products Association
- MIPPA - Michigan Promotional Products Association
- NEPPA - New England Promotional Products Association
- NWPMA - Northwest Promotional Marketing Association
- PAPP - Philadelphia Area Promotional Products Association
- PMANC - Promotional Marketing Association of Northern California (*semi-annual*)
- PPAC - Promotional Products Association of Chicago (*semi-annual*)
- PPAF - Promotional Products Association of Florida
- PPAM - Promotional Products Association of the Midwest (*semi-annual*)
- PPAMS - Promotional Products Association of the Mid-South (*semi-annual*)
- PPAS - Promotional Products Association Southwest
- SAAC - Specialty Advertising Association of California
- SAAGNY - Specialty Advertising Association of Greater New York (*semi-annual*)
- SPPA - Sunbelt Promotional Products Association (*semi-annual*)
- TRASA - Three Rivers Advertising Specialty Association
- TSPPA - Tri-State Promotional Products Association
- VAPPA - Virginia Promotional Products Association

*Coupons in semi-annual books will expire June 30, 2014.
Coupons in annual books will expire December 31, 2014.*

**Please return this form by FRIDAY, NOVEMBER 15 to regionalcoupons@gmail.com
or fax to 914-365-2541 or register online at <http://tinyurl.com/qymbkh3>**

REGIONAL COUPON BOOK

Ad Specifications

- The Regional Coupon Books are going to be made available exclusively to regional association distributor members and we anticipate they will be released shortly after New Year's.
- All coupon books will be digital coupon books, set up similar to "flipper" catalogs.
- Each regional will create its own cover and may include other regional information (calendar of events, MLR listing, etc.) in its coupon book.
- Each supplier receives one full-page ad in any coupon book the supplier chooses and is eligible to advertise in. If you wish to include a second ad in any book, please contact the specific regional association executive director for costs.
- Each ad ***MUST*** include some type of verifiable discount for the distributor in the form of a coupon.
- You may include a coupon for anything you are comfortable offering. Examples of previous offers include free set-up charges, free spec samples, end or next column price, free shipping, free sample kit, cash discount on an order (i.e. \$25 off an order of \$250) and more.
- Please include any applicable conditions or restrictions you wish to include within the body of your ad (i.e. "Limit one per company", "Must reference coupon code XYZ", "Not valid with any other offer or discount", etc.)
- Ads can be in full color, spot colors or black-and-white.
- All ads should be sized at 7 ½" x 10", vertical orientation. Each regional will design its own border/template for each page that **WILL INCLUDE** the coupon expiration date (see below).
- Some regionals are producing an annual coupon book with a December 31, 2014 expiration date. Some regionals are producing a semi-annual coupon book with a June 30, 2014 expiration date. *Please do not include an expiration date in your coupon.*
- We strongly encourage you to create one "Regional Association Member Coupon" that each regional may use in their respective books. *Please do not create a different ad for each regional book your ad will appear in unless absolutely necessary.*
- All ads should be saved as a high resolution PDF or JPG file (PDF strongly preferred – JPG files will need to be converted and may lose some image quality).
- Completed ads should be sent to regionalcoupons@gmail.com. Alternatively, you may place your ad in a Dropbox (or similar) folder and then send an invitation to share the folder to the same email address.
- The deadline to submit your ad is Friday, December 6, 2013.