



The **Graphic Fox, Inc.**
Printing

**STUDENT COUPON BOOK
ORDER FORM**



Due August 13th, 2010 for Fall Semester

Business name: _____
 Contact name: _____
 Phone: _____ Fax: _____
 Billing Address: _____
 Email Address: _____

Step 1 - Check Coupon Option (see bottom right for paper color choices)

- Basic** **Astro** **Color Ink**
- Basic Coupon \$175** This is the base coupon package, Basic Coupons are printed in black ink only on your choice of 20* bond paper, 10 colors to choose from. Choose paper color from bottom right.
- Astrobright Coupon \$200** For only \$25 more you can choose to upgrade to the Astrobright Coupon for a more eye-catching ad. This coupon is printed on 24* Astrobright paper with 20 neon colors to choose from.
- Color Ink Coupon \$225** You may also choose to upgrade to our Color Ink Coupon for \$50 more. Our color ink ads are printed on 20* bond, but you can choose from any standard ink color instead of black.

Step 2 - Design Your Coupon (choose option)

- Create my new Coupon as specified below Wish to come in and discuss layout with a designer
 Re-order my last Coupon with no changes Will design my own ad and email to Graphic Fox
 Re-order my last Coupon with changes (see below)

Step 3 - Choose Proof Option

Please return this form to us via phone, fax, mail, or email. Our designers will set up your coupon at no extra charge. We will then provide you with a proof of your coupon design:

- fax proof email proof call for proof Other _____

Please use this coupon template to design your coupon:

FL10XXXX

Graphic Fox Coupons • 895-1359

Don't Forget! * Expiration Dates * Limits (e.g. limit one coupon per customer) * Coupons can be set up horizontally or vertically * Provide logos or images (on disk or via email)

Coupon F.A.Q.s

- Q. Do I have to offer a special deal or discount?**
 A. No, just an ad is ok. However, it is easier to track the return on your coupon if the customer has to bring it in to receive a discount or deal.
- Q. How can I make my ad really STAND OUT?**
 A. A great coupon starts with a great deal, but to make sure your ad gets noticed there are some extra options to consider; boldly colored Astrobright paper, and color ink are options available at an extra charge.
- Q. How can I keep customers from abusing or over using coupons?**
 A. Coupon abuse can be a problem, especially when you offer a really great deal. The best ways to limit that is, an early expiration date or adding limits (e.g. limit one coupon per customer).
- Q. What kind of deal should I offer?**
 A. The offers that repeatedly get the most results are "buy one get one" deals because this tends to bring in more than one customer. Offering a student discount of 15% or more is also a good deal, and anything FREE is always popular!

Standard Paper Colors:

- | | |
|---------------------------------|---|
| <input type="checkbox"/> Blue | <input type="checkbox"/> Orchid |
| <input type="checkbox"/> Cherry | <input type="checkbox"/> Goldenrod |
| <input type="checkbox"/> Tan | <input type="checkbox"/> Printer's choice |
| <input type="checkbox"/> Yellow | <input type="checkbox"/> White |
| <input type="checkbox"/> Salmon | <input type="checkbox"/> Other* _____ |
| <input type="checkbox"/> Pink | |
| <input type="checkbox"/> Green | |
| <input type="checkbox"/> Gray | |

*Astrobright paper can be ordered for an additional \$25

Astrobright Paper Colors:

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Lunar Blue | <input type="checkbox"/> Planetary Purple |
| <input type="checkbox"/> Re-entry Red | <input type="checkbox"/> Cosmic Orange |
| <input type="checkbox"/> Solar Yellow | <input type="checkbox"/> Printer's choice |
| <input type="checkbox"/> Pulsar Pink | <input type="checkbox"/> White |
| <input type="checkbox"/> Gamma Green | |

