

Coupon Planning Calendar 2007

MEDIA		FSIs		ROP		IN-STORE				SUPPL/MAG INSERTS					CO-OPERATIVE DIRECT MAIL						MEDIA	
Company	NAM	VAL	SUN	VAL	AM	AMI-IS	CO-OP	LEV	NAM	SUN	HOME	REIMAN	CARMEN	CPSP	FAM	LH	MDM	NNP	SOS	VAL	VALPAK	Company
Events	46	Ongoing	1	Ongoing	13	26	3	2	13	Ongoing	52	4	7	Ongoing	2	Ongoing	6	52	6	Ongoing	12	Events
Circ. (MM)	69.2	Varies	78	Varies	38	See Key	See Key	See Key	M:178;B:109;F:159;S:161;BB:178;SB:134	12	8+	TH:3.5 QC:2.LT:1 THCS:.25	3	38	SS:16; BF:1.8	See Key	See Key	20	YF:50,P:40 N:10,C:50 B&G:120	Varies	See Key	Circ. (MM)
Breakout	N/R/M/L/ADI/S/ST/SR/C/CO	N/R/M/L/ADI/S/ST/SR/C/CO	N/R/L	N/R/M/L/ADI/ST/SR/C	N/R/M	N/R/M/C	N/CO	N/R/M/C	N/R/M/L/CADI/ST/SR	N/R/L	N/R/CO/S	TH:N/ST QC,LT,THCS:N	R/ST	N	N/CO	N	N/R/M/S/CADI/SR/CO	N/R/ST/L/CO	N/R/S/L/CO	N/R/M/L/ADI/S/ST/SR/C/CO	N/R/M/L/S/C	Breakout
Closing (in weeks)	16	Varies	1	<1	6	12	8	8	9-18	6	7	8	15 Days	4	Varies	Varies	4-8	2	8	Varies	Varies	Closing (in weeks)
☎	(800) 462-0852	(734) 432-2811	(800) 288-5085	(734) 432-2811	(804) 673-3638	(508) 652-0200	(954) 922-2323	(312) 933-5988	(800) 462-0852	(800) 288-5085	(646) 658-0550	(414) 423-0100	(949) 768-3390	(610) 993-0500	(512) 795-9684	(914) 285-3456	(203) 653-3200	(201) 538-0400	(201) 538-0400	(734) 432-2811	(800) 676-6878	☎
# of pubs. or outlets	1,349	Varies	See Key	13,000	35,000	35,000	See Key	3,050 Stores	See Key	30,000+	1,200+	4	N/A	1,000+	See Key	100+	N/A	See Key	N/A	Varies	N/A	# of pubs. or outlets
Jan.	↑	↑	↑	↑	↑	6,20		12/26-1/22	1/1-1/28	↑	↑	QC	✓	↑		↑	EP,NP,E, YF,NM	↑	YF,P,N, C,B,G	↑	↑	Jan.
Feb.						3,17		1/23-2/19 2/20-3/19	1/29-2/25			TH,LT,THCS			SS,BF		EP,NP,NM		B,G			Feb.
March						3,17	S,W	3/20-4/16	2/26-3/25			QC,THCS	✓				EP,NP,NM		B,G			March
April						7,21	S,W	4/17-5/14	3/26-4/22			TH,LT,THCS	✓		BF		EP,NP,E YF,NM		YF,P,N,B,G			April
May		Daily/Weekly/Monthly				5,19	S,W	5/15-6/11	4/23-5/20			QC			SS		EP,NP,NM		B,G			May
June	Weekly		Daily	Ongoing	Monthly	2,16	H,W	6/12-7/09	5/21-6/17	Weekly	Weekly	TH,LT			BF	Ongoing	EP,NP,E YF,NM	Weekly	B,G	Ongoing	Weekly	June
July						7,21	H,W	7/10-8/6	6/18-7/15			QC					EP,NP,NM		YF,P,N,B,G			July
Aug.		Daily				4,18	H,W	8/7-9/4	7/16-8/12			TH,LT	✓		SS		EP,NP, T,NM		B,G			Aug.
Sept.						5,19	S	9/5-10/1	8/13-9/9			QC,THCS			BF		EP,NP,E, YF,NM		YF,P,N, C,B,G			Sept.
Oct.						6,20	S	10/2-10/29	9/10-10/7			TH,LT,THCS					EP,NP,NM		YF,P,N,B,G			Oct.
Nov.						3,17	S	10/30-11/26	10/8-11/4			QC,THCS	✓		SS,BF		EP,NP,E YF,NM		B,G			Nov.
Dec.						1,15		11/27-12/24	11/5-12/2 12/3-12/30			TH,LT					EP,NP,NM		B,G			Dec.

N=National distribution; R=Regional; M=Market; L=Local; ADI=High TV viewing markets; S=Solo; ST=State; SR=Store; C=Chain; CO=Co-Op; N/A=Not Applicable. Circulation is expressed in millions (MM).

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PROMO's Annual Coupon Planning Calendar is a reference source for manufacturers to use when planning their activities for 2007. Listed across the top in alphabetical order are the names of companies; the programs they offer are provided in the same order below. Drop dates are indicated by numerals representing the actual dates of delivery. Where delivery spans more than one date, the delivery window is provided.

FREE-STANDING INSERTS

News America Marketing (NAM) SmartSource Magazine delivers co-op/solo coupons in national, regional and county and district newspapers 46 Sundays a year. Special themed issues include: New Year, New You!, Super Bowl Savings Spectacular and Big Game Extravaganza, Jan.; Easter Seals, Mar./June; Summer Blastoff, May; Children's Miracle Network, June/Nov.; Back-to-School/uPromise, July/Aug.; and Diabetes Smart, Sept. Price Feature Plus exclusive trade co-marketing program is available on all dates.
Valassis Communications (VAL) delivers geographic targeted coupons via co-op FSIs and preprinted inserts at the national, regional, market and neighborhood levels. Specialty inserts include: co-op/solo C&D county insert reaching HHs in less populated counties; co-op/solo Hispanic FSI via Spanish-language newspapers; Newspaper brochures and express inserts. Tie-in opportunities include: retail connection co-marketing events and themed events such as Ronald McDonald House Charities, Country Music Awards and back-to-school.

RUN OF PRESS

The Sunflower Group (SUN) offers on-page, black and white or four color, opportunities in any newspaper nationwide.
Valassis Communications (VAL) places advertisements on page, black and white or four color in more than 13,000 newspapers nationwide.

IN-STORE

Affinity Marketing (AM) places instantly redeemable cross-promotion coupons on tops of egg cartons, poultry/produce/meat trays, milk, concentrated orange juice cans, bread and pre-cut lettuce.
AMI In-Store (AMI-IS) delivers on-pack peel-off instantly redeemable coupons and advertising carried on retailer-issued packaging for a variety of branded and private-label products including chicken/ground beef/steak/pork/turkey, milk/bottled water/orange juice/soft drinks, bread/buns, tortilla chips, tortillas, pasta, apples/berries/bananas/lettuce/pre-packed salads/cucumbers/tomatoes/peppers/potatoes, produce/deli/check-out and pharmacy prescription bags.
Co-Op Promotions (CO-OP) delivers on-pack coupons via Sunmaid Raisin Bread (S) to 1MM consumers on raisin bread and muffins in the Spring and Fall; in supermarkets on tearpads for Heineken and Heineken Light beer (H); and up to 1MM consumers on wine (W) bottles via neck hangers
LeveragePoint Media Corp. (LEV) offers Label\$Dollars, coupons delivered directly from the weigh scale labels in supermarket perishable departments (deli, meat, seafood) in its network of grocery retailers with a distribution of 3MM/4-week cycle.
News America Marketing (NAM) offers the SmartSource Coupon Machine (M) on-shelf electronic coupon-dispensing device delivering cents-off incentives in 33,500 food, drug and mass stores; SmartSource Banner Extra (B), four-color

banner with Ex-Static dispenser delivering coupons in 13,000 food and drug; SmartSource Freezer Extra (F), uses Ex-Static technology to dispense coupons from a four-color decal adhered to the freezer door in 13,250 food stores; SmartSource Showcase Extra (S) distributes coupons using the Ex-static dispensing mechanism in 20,500 food, drug and mass stores; SmartSource Bonus Box (BB) distributes coupons via at-shelf dispenser that links purchase incentives with brand imagery in 33,500 food, drug and mass stores; and SmartSource Sampling Box (SB) distributes coupons via a customized branded disposable box in 16,750 food, drug and mass stores.
Sunflower In-Store (SUN) offers in-store and off-site couponing with comprehensive post-program reporting.

SUPPLEMENTS/MAGAZINE INSERTS

Hometown Promotions (HOME) offers co-op/solo coupon inserts within American Profile sponsored editorial/advertorial, local newspaper advertising and custom publishing.
Reiman Advertising & Promotion (REIMAN) offers the Taste of Home Savings Pack (TH) co-op mailed with Taste of Home magazine; Quick Cooking Savings Pack (QC) co-op mailed with Quick Cooking magazine; Light and Tasty Savings Pack (LT) co-op mailed with Light and Tasty magazine; Taste of Home Cooking School (THCS), which distributes coupons via 250 national cooking shows annually.

CO-OPERATIVE DIRECT MAIL

Carmen's Cupones y Consejos (CARMEN) offers regional and state coupon offers to Hispanic consumers via seven themed events.
Catalog Package Sampling Program—IDR (CPSP) delivers category exclu-

sive coupons and coupon booklets nationally to an exact consumer lifestyle and demographic via fulfillment packages of catalog and online merchants. Selectable by catalog, lifestyle category and target audience.
Family Digest Media Group (FAM) delivers coupons via the Smart Savers FSI (SS) to African-American homes and to Black families with Family Digest magazine (BF).
Leon Henry (LH) distributes coupons with mail-order packages from 100+ companies, targeted by lifestyle, sex and geography.
Madison Direct Marketing (MDM) targeted co-ops reach 1.98MM Expectant Parents (EP); 3.6MM New Parents (NP); 2.5MM Hispanic households (E); 18MM New Movers (NM); and 37.5MM Young Family (YF) with children 0-12; 3.5MM Teens (T).
New Neighbor Pak (NNP) Co-op, direct mail 6 x 9 envelope addressed to new movers reaching them seven days after moving with 25 high-value relevant offers and samples.
Supermarket of Savings (SOS) delivers quarterly ride-along coupons to Young Families (YF) with children 0-6; Pre-School (P) families with children 2-6; New Baby (N) to families with children 0-2; Celebration 50+ (C) to adults 50+; monthly coupons delivered with national and regional bank statements (B); and to customers of the top 10 gasoline companies with their gasoline statements (G).
Valassis Communications (VAL) prints, coordinates and targets co-op/solo direct mail using data from retailer loyalty programs to target brand messages using actual purchase behavior. Also targets through acquired demographic lists and customer databases.
Valpak (VALPAK) operates a co-op direct mail network mailing coupons to more than 40MM HHs a month and Solo Values, a targeted, stand-alone direct mail program customized to a clients need.

Coupon Planning Calendar 2007

MEDIA		ALTERNATIVE VENUES																	MEDIA	
Company	ALLOY	AMAZON	CO-OP	FAM	ICOM	IVILL	ME	NAM	PMG	PI	QINT	SAVVIE	START	SUN	TMC	TTM	VAL	WE	Company	
Events	5	Ongoing	3	2	2	3	1	See Key	3	6	2	See Key	Ongoing	3	3	6	Ongoing	3	Events	
Circ. (MM)	CTP:2.5; SE:1.1;A/D/ CCS:Varies	3.5	H:2.2 MC:25-2 C:1-2	MW:3 HF:60	TM:8 SM:25	MO:2.7 PO:7.5 BS:3	See Key	See Key	E:3 ES:1.2 ET:1	H:2.5;S:5; CR:5;WF:5; M:25;CF:1	GC:44 EP:2	30	4	SP/BB/ FB:45	CB&S:1 B:8	D:1.5;G:2.5; H:5;T:1.5 C:1.4;M:20	Varies	YF:62.5 FP:37.5 T:37.5	Circ. (MM)	
Breakout	CTP:N/CO SE:N/R.CO A/D/CCS:N/S	N	N/R	R/CO	N/R/CO/S L/M/ST/ADI	N/R	N/R	N/R/ST	N	N/R/ST L/S	See Key	N	N	N/R/L	CB&S:N/R/S B:N/R/M/CO	ST	N/R/M/L/ ADI/S/ST/ SR/C/CO	N/R/ST	Breakout	
Closing (in weeks)	Varies	4	8	Varies	16	8	12	2	8	4	Varies	4	4	4	8	8	Varies	Varies	Closing (in weeks)	
☎	(866) 360-9688	(610) 993-0500	(954) 922-2323	(512) 795-9684	(800) 603-4555	(609) 730-1517	(312) 220-6948	(800) 462-0852	(914) 347-7800	(800) 669-1915	(312) 224-5000	(610) 993-0500	(630) 868-2000	(800) 288-5085	(817) 370-8319	(201) 538-0400	(734) 432-2811	(201) 538-0400	☎	
# of pubs. or outlets	See Key	5	See Key	See Key	See Key	See Key	See Key	N/A	See Key	5,000+	See Key	45	N/A	See Key	See Key	See Key	Varies	See Key	# of pubs. or outlets	
Jan.	A/D/CCD: Monthly	↑	MC,C			MO,PO,BS		See Key	↑	↑	↑		↑	↑	GB	See Key	↑	YF,FP	Jan.	
Feb.	SE		MC,C					↑	↑	↑	↑		↑	↑	CS,GB			T	Feb.	
March	SE		H,MC,C				✓						✓		CS,GB				March	
April			H,MC,C			MO,PO,BS	✓								CB,CS,GB			YF,FP	April	
May			H,MC,C		✓		✓					✓			CB,CS,GB				May	
June		Monthly	MC,C		✓			Weekly	Monthly	Weekly	Daily/Monthly/Bi-Monthly		Weekly	Daily	GB		Ongoing	T	June	
July		Monthly	MC,C	MW,HF		MO,PO,BS		Weekly	Monthly	Weekly	Daily/Monthly/Bi-Monthly		Weekly	Daily	GB		Ongoing	YF	July	
Aug.	CTP		MC,C					Weekly	Monthly	Weekly	Daily/Monthly/Bi-Monthly		Weekly	Daily	GB		Ongoing	T	Aug.	
Sept.	CTP		H,MC,C				✓								CS,GB			YF	Sept.	
Oct.	CTP		H,MC,C			MO,PO,BS	✓								CS,GB			FP	Oct.	
Nov.			H,MC,C		✓		✓					✓			CS,GB			YF	Nov.	
Dec.		↓	MC,C		✓			Weekly	Monthly	Weekly	Daily/Monthly/Bi-Monthly		Weekly	Daily	CB,CS,GB		Ongoing		Dec.	

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ALTERNATIVE VENUES

Alloy Media + Marketing (ALLOY) delivers coupons via Campus Trial Pak (CTP) to college students during back-to-school; Spring Essentials (SE) to college students in Spring through Residence Life; Alloy (A) to teen girls with Alloy catalog orders; dELIA*s (D) to teen girls with dELIA*s catalog orders; and CCS (CCS) to male teens/young adults with CCS catalog orders.

Amazon.com—IDR (AMAZON) category exclusive coupons or coupon booklets delivered via outgoing book/DVD/CD customer order fulfillment packages. Ability to reach 3.5 million upscale households monthly.

Co-Op Promotions (CO-OP) distributes coupon booklets in five Hershey's Fund Raising kits (H) targeting mothers with children ages 10-14; on chartered motor coaches/buses (MC) targeting upscale 55+ seniors; and year-round to college students (C) ages 18-24 in college bookstore bags.

Family Digest Media Group (FAM) delivers coupons to men and women (MW) attendees at Family Digest's Family Fun Weekend and Health & Fitness Family (HF) to attendees at Smarter Healthier Happier Expo.

ICOM Information & Comm. (ICOM) delivers TargetMail (TM) twice annually to households that respond to a buying habits survey as well as distribute client-timed solo mailings (SM).

iVillage Parenting Network (IVILL) offers polybagged onserts delivered with Lamaze Parents magazine to childbirth educators (MO), to Hispanic expectant parents (PO) with Lamaze Para Padres magazine and to new mothers in hospitals by 7,000+ nurses with Baby Steps (BS) magazine.

Marketing Events (ME) delivers coupons via the Ronald McDonald House Charities themed FSI, circ. 60,000, to consumers in key grocery, mass merchandisers and chain drug stores in top marketing areas.

News America Marketing (NAM) reaches 60 million consumers in eight-week periods with printable coupon on SmartSource.com and on more than 140 top Web sites including NYPost.com, Allrecipes.com, Valpak.com, Coupons.com and Univision.com. Programs run in 4-week cycles.

Precision Marketing Group (PMG) delivers product coupons to new mothers in hospitals with Enfamil Formula Diaper Bag (E); to new mothers in pediatrician offices with Enfamil Formula Supplement Kit (ES); and to expectant mothers in their third trimester in OB/GYN offices with Enfamil Formula 3rd Trimester Kit (ET).

Promote It, International (PI) offers countertop displays in health clubs (H), spas (S), college recreation centers (CR), workplace fitness centers (WF), medical fitness centers (M) and community fitness centers (CF) nationwide.

Q Interactive (QINT) (formerly CoolSavings) offers Grocery Coupons (GC), nline printable coupons distributed to consumers via a distribution network of leading grocery, retail, newspaper and lifestyle Web sites, a permission-based grocery newsletter and Q Interactive's own Web property, coolsavings.com; and Electronic/Paperless Grocery Coupons (EP), electronic coupons distributed to Kroger shoppers via Kroger's affiliated grocery store sites and a permission-based e-mail program.

Savvie Saver (SAVVIE) in-home thematic coupon booklet delivering category exclusive coupons quarterly to targeted consumers via catalog and online merchandise packages. Themes include back-to-school, holiday, baby boomers and health & beauty conscious.

StartSampling, Inc. (START) offers custom, lower quantity programs designed to reach "hard-to-target" consumers using online tools.

The Sunflower Group (SUN) offers SamplePouch (SP), targeted ride-along coupons in a pouch on newspapers; BillBoardBag (BB), coupons delivered as a perforated strip on the bottom newspaper delivery bags; and FastBag (FB), printed insert that slides into a sleeve on newspaper delivery bags.

Target Market Consulting (TMC) runs College Book Buyback (CB), hand-delivered product coupons to college students as they sell textbooks back; College Store P-O-P (S), product coupons distributed via P-O-P dispensers in college bookstores; and College Goodie Bags (B), product coupons hand-delivered to college students when they purchase their textbooks.

Targeted Trend Marketing (TTM) delivers coupons each fall to parents of children 0-5 at day care centers (D); to parents [English (G)/Hispanic (H) versions] with children 6-12 at parent-teacher events; to male/female teens 15-18 during back-to-school (T); to male/female college students at dorms during registration (C); and monthly to new movers (M).

Valassis Communications (VAL) runs Newspouch, newspaper polybag; Brand Bag/Brand Bag+, full-color polybag with optional perforated strip; and direct-to-door bag and/or door-hanger cards. Shop & Save, co-op preprinted inserts and polybags to Canadian HHs; Coupons & Mehr co-op coupon vehicle in Germany; and Vales y Mas co-op coupon program in Spain.

We Deliver America (WE) offers mall "take-ones" targeting Young Families (YF) with children under 8 five times a year, 50+ (FP) to active adults over 50 three times a year and Teen (T) three times a year.

Chart compiled by Maureen Van Kuren from information supplied by the companies listed.

To be listed in the Coupon Chart, please contact Maureen Van Kuren at 203-358-4240 or e-mail your programs (in the format above) to mvankuren@prism2b.com.