



2020

Regional Association Coupon Book Specs






► **ZOOM**catalog

As a supplier **member of a regional association** (or more than one) you are invited to participate in the **Regional Association ZOOMcatalog Coupon Book program for 2020.**

This is a no-charge opportunity for you to gain exposure among thousands of distributor companies across the country and help them do more business with you. Regional Associations will choose which coupons they want in their coupon book. Some associations only use their supplier member coupons and others choose to include them all.

Your coupon must meet all the specs below and be submitted by **November 15th** in order to be included.

- ✔ You must provide **ONE coupon with no mention of a specific regional association**, as it may be used in multiple coupon books. The associations are responsible for choosing the coupons they want to provide their members.
- ✔ Your coupon is **REQUIRED** to be an 8 ½" x 11" PDF, vertical orientation.
- ✔ Your coupon is **REQUIRED** to be saved as a high resolution PDF.
- ✔ Your coupon **MUST NOT** have text converted to outlines.
- ✔ Your coupon is **REQUIRED** to be valid through 2020. All coupons will expire December 31st, 2020.

-  Each coupon is **REQUIRED** to include some type of verifiable discount for the distributor in the form of a coupon.
-  Do not include any mention of a specific association in the coupon including in promo codes.
-  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 or cash discount on order (i.e. \$25 off an order of \$250).
-  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.)
-  Completed coupon **MUST** be uploaded here:
<https://zoomcatalog.typeform.com/to/Qcc6Oa>

Need help designing your coupon?

ZOOMcatalog does offer design services charged by an hourly rate. Having ZOOMcatalog design your coupon does not guarantee you placement in the coupon books. The associations are responsible for choosing the coupons they want.

Email jessicab@zoomcatalog.com for more info.