



ACP Offers Free Updated Poster to Help Retailers Detect Fraudulent Internet Coupons

The Association of Coupon Professionals (ACP) has developed an easy-to-read poster to help store associates tell the difference between legitimate and fraudulent Internet coupons. It is available to retailers free of charge.

The ACP Retailer Coupon poster is 11 x 17-inches for placement in a retailer's break or training room. A PDF file is also available.

From time to time, fraudulent coupons have been unknowingly accepted by some supermarkets and the subsequent negative publicity has given Internet coupons a black eye. The poster aims to prevent those occurrences.

"The poster was developed by the Internet Coupon Guidelines Task Force to help educate cashiers and provide tips in recognizing legitimate Internet coupons," said John Morgan, executive director of ACP.

The poster instructs cashiers to look closely for obvious alternations in the coupon, unusually long expiration periods, free/high-value offers, and other indications of possible fraud. Examples of legitimate coupons are on the poster for comparison sake.

The ACP will send the posters to retailers free of charge. The cost of the program was funded with the help of sponsors: Catalina Marketing, Coupons, Inc. Inmar, SEA Enterprises, NCL Graphics, News America, Prologic, RPR, with the support of the Food Marketing Institute (FMI) and GS1US

For more information about the poster, contact John Morgan at 610-789-9993 and John.Morgan@acp-hq.org, or visit www.couponpros.org.