

# Clip Save Coupons



## 2023 Media Kit

### Coupon Book

**Clip Save Coupons**

Money Saved Is Money Earned

CELEBRATING OUR 8th YEAR

**Anthony's on the Blvd**

**FREE GIFT**  
GET YOUR MARIJUANA CARD TODAY

**DO YOU HAVE...**  
STRESS & ANXIETY FROM THE CORONAVIRUS?  
CALL TODAY FOR A PTSD EVALUATION.

For Clip Save Coupon Advertising CALL 239-303-1280

### Coupon Book

**Clip Save Coupons**

Money Saved Is Money Earned

CELEBRATING OUR 9th YEAR

**HAPPY FATHER'S DAY!**

**June 2023**

**FREE Take One**

**Hot Pot & BBQ**

**Tuffy Auto Service Centers**

**CLEVELAND PHARMACY**

**Save a lot**

**Valvoline**

**FREE GIFT TO NEW PATIENTS!** Save Hundreds at Dispensaries  
GET YOUR MARIJUANA CARD TODAY, CALL US NOW FOR YOUR FREE EVALUATION

**DO YOU HAVE...**  
STRESS & ANXIETY FROM THE CORONAVIRUS?  
CALL TODAY FOR A PTSD EVALUATION.

**239-236-5311**

View our coupon books online: [www.clipsavecoupons.com](http://www.clipsavecoupons.com)



Serving the Fort Myers /  
Lehigh Acres, Cape Coral & N.F.M. area

**Clip Save Coupons**, The proven leader in delivering high quality, attractive coupons, to the residents of SWFL since 2014.

Clip Save Coupons is a favorite resource for seniors, women and families who are shopping for products and services with a coupon. Clip Save Coupons is a great tool to attract new and existing customers to your business. We can help you capture a share of these customers who are shopping in our book.

Clip Save Coupons has a captured audience of anyone looking for a deal. If you are looking for new customers whether they are seniors, women, men or families, we are your proven method to reach them.

Clip Save Coupons offers you the ability to be in the hands of those you seek to reach for a penny or less per book. Dollar for dollar no other medium compares.

**Are you taking advantage of coupons? Consider the following:**

- **87% of all shoppers use coupons \***
- **95% of all shoppers like coupons\*\***
- **60% actively look for coupons\*\***
- **Coupon use rises, as the economy declines. 54% of shoppers surveyed said they are using more coupons now than ever\*\*\***

\* Advertising Age (The Bible of the advertising industry)

\*\* A.C. Nielson Co.

\*\*\* Wall Street Journal "In a Pinch, Snip" 2012

# Why You Should Advertise With **Clip Save Coupons!**



## **Great Quantity:**

**We publish 300,000+** books per year, with 24 books at 25,000 per month. (Fort Myers & Cape Coral, 12 issues each)



## **Great Quality:**

Clip Save Coupons takes pride in our product. Our book is printed on the highest quality 70lb glossy paper available which makes the book stand out from the crowd. Our professional layout and design work is the best in SWFL.



## **Great Distribution:**

We distribute our 25,000 books monthly through 500+ local Ft. Myers, Lehigh Acres, N. Fort Myers, and Cape Coral businesses. We do this through 2 separate books. One goes entirely to Fort Myers/Lehigh and the other to Cape Coral/NFM.

These are all hand delivered to 500 drop off locations (both books combined) Due to this style of delivering our books VS mailing them, we do provide a much better ROI due mainly to our super high pick up rate we see from our distribution. We average 80% or more of our books being picked up by our audience each month. This is something never achieved through mailing. In fact, research suggests that up to 44% of all “junk mail” is thrown away without it ever being opened. <http://www.law.nyu.edu/about/sustainability/whatyoucando/junkmail>

***We are emailing our coupon book to a growing number of email subscribers each month! Currently at over 800 subscribers, with open rates averaging around 50%.***

So based on the above findings, at best an ad campaign that is mailed out can only achieve a 56% read or open rate. We average 80%+ taken by someone who chose to take it. This is the best way to reach highly interested people.



## **Results:**

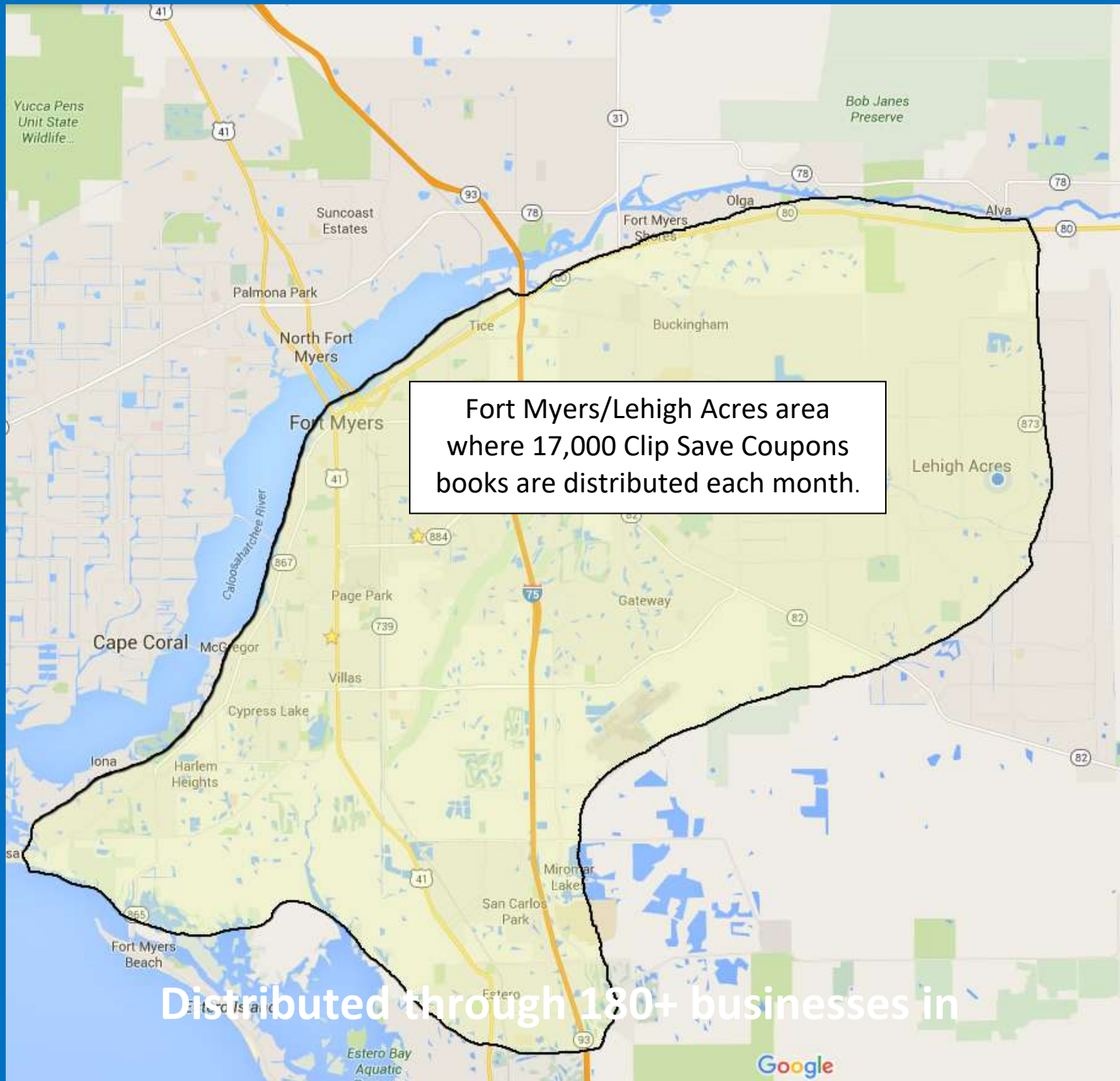
Due to our books popularity with the locals and the tourists, we provide some of the best ROI's in the business. Feel free to call any advertiser in our book and ask them what they think about our service.

**If you are not using Clip Save Coupons to increase your exposure and client retention, you are missing out on a lot of opportunities for new and existing business growth.**

***Not just any Coupons, Clip Save Coupons!***



# Distributed through 320+ businesses in Fort Myers, Lehigh Acres, & some Estero



Cape Coral/ NFM area where 8,000 Clip Save Coupons books are distributed each month.

# Clip Save Coupons Rate Card

Our ad rates are so low that most of our ads are less than 1 cent per shopper.

All rates listed below are per month prices!

## 2023 Rate card

### **Fort Myers book: 17,000 books**

Front cover pkg includes a full page ad on pg 5 and the front pg banner= \$1065 per month with a 3 month min.

2 page spread = \$734 per month with a 3 month min.

Back cover = \$550 per month with a 3 month min.

Full page = \$415 per month with a 3 month min.

Half page = \$250 per month with a 3 month min.

Double box ad = \$140 per month with a 3 month min.

Box ad = \$90 per month with a 3 month min.

### **Cape Coral book: 8,000 books**

Front cover pkg includes a full page ad on pg 5 and the front pg banner= \$675 per month with a 3 month min.

2 page spread = \$476 per month with a 3 month min.

Back cover = \$400 per month with a 3 month min.

Full page = \$280 per month with a 3 month min.

Half page = \$169 per month with a 3 month min.

Double box ad = \$105 per month with a 3 month min.

Box ad = \$70 per month with a 3 month min.

### **Both books: 25,000 books**

Front cover pkg includes a full page ad on pg 5 and the front pg banner= \$1,560 per month with a 3 month min.

2 pge spread = \$1,065 per month with a 3 month min.

Back cover = \$900 per month with a 3 month min.

Full page = \$625 per month with a 3 month min.

Half page = \$375 per month with a 3 month min

Double box ad = \$240 per month with a 3 month min.

Box ad = \$150 per month with a 3 month min.

## **FREE COLOR and FREE AD DESIGN INCLUDED**

There are no additional or hidden fees ever. Agencies are not commissionable and There are No discounts for camera ready art.

Online exposure included with full and half page ads only

\* Exclusivity is available for any category except restaurants.

# Ad size Specifications

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**Paper is bright white 70lb glossy.**

**Trim size 8.25" X 5.375" Image area is 7.375" X 4.627"**

Back Cover	7.375" X 5.375"
2 page spread	14.75" X 5.375"
Full page bleed	8.5" X 5.627"
Full page	7.375" X 4.627"
Vertical half page	3.625" X 4.627"
Horizontal half page	7.375" X 2.25"
Quarter Page	2" X 4.627"

(Keep elements away from edge of paper by at least 1/4")

## Requirements and Material Specifications

- Files must be sent in PDF format and must include all fonts.
- ALL IMAGES must be press quality at **300dpi or higher**
- Color must be CMYK
- When using black for text please make sure to use black and not multiple colors or RGB or registration.
- For black backgrounds in ads make sure to use Rich Black as "black" doesn't always print consistently black. To remedy this use rich black in the following formula. 60% Cyan, 50% Magenta, 50% Yellow, 100% Black.
- All elements including text must be no closer than .25" to page edge. Otherwise some cropping may occur.
- Files are preferred to be sent electronically to us via email.

# Schedule

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12 Coupon Books are planned per year.

<b>January 2023</b>	<b>Deadline: Dec 15<sup>th</sup> 2020</b>
<b>February 2023</b>	<b>Deadline: January 15th</b>
<b>March 2023</b>	<b>Deadline: February 15th</b>
<b>April 2023</b>	<b>Deadline: March 15th</b>
<b>May 2023</b>	<b>Deadline: April 15th</b>
<b>June 2023</b>	<b>Deadline: May 15th</b>
<b>July 2023</b>	<b>Deadline: June 15<sup>th</sup></b>
<b>Aug 2023</b>	<b>Deadline: July 15th</b>
<b>September 2023</b>	<b>Deadline: August 15<sup>th</sup></b>
<b>October 2023</b>	<b>Deadline: September 15th</b>
<b>November 2023</b>	<b>Deadline: October 15<sup>th</sup></b>
<b>Dec 2023</b>	<b>Deadline: November 15<sup>th</sup></b>

**Books are delivered starting the last week of each month through the first week of the next month. It takes 2 weeks to deliver all the books.**



# Examples of how we do coupons!

**Sawyer's Salon**

Continuously located off of Tipton & Colonial Blvd., next to Goodwill  
30476 Colonial Blvd., Suite 70, Fort Myers, FL 33907  
Call Today: 239-226-1939

Over 50 Years of Combined Experience  
Sawyer's Salon offers only the highest quality and service. Our stylists are well educated and know how to give the look you desire. We look forward to making your experience at our salon one that you will always enjoy.  
Visit us to see why.  
"Looking Good is Easy!"

**Hair Services**  
Women's Cut.....\$35 & up  
(Blowouts include blow dry & style)

**Chemical Services**  
Re-Touch.....\$85  
Highlights.....\$110  
Accent Foils.....\$20  
Chemical services include haircut & style.  
Lip wax, Eyebrow wax, Full face wax, Manicures & Pedicures.  
Please subject to charge.

**New Client Summer Preview**  
**50% OFF**  
Any Service.  
Exp. August 31st.  
Cannot be combined with other offers.  
One coupon per person per visit. Coupon required.  
Just One More Coupon

**AFFORDABLE DENTAL CARE**

Now Accepting  
Medicaid for  
Adults & Children

Extractions  
starting at  
**\$99.99**  
Toothache exam  
**\$29.99**  
Braces for as low  
as  
**\$500**  
down

Martin Jenkins, DDS  
Lehigh Acres Family Dentist

**Call: (239) 337-0391**  
Affordable Dental Care  
5706 Lee Blvd, Unit 13  
Lehigh Acres, FL 33971  
www.lehighdentist.com

**NOW OPEN**  
**HOT POT & BBQ**  
ALL YOU CAN EAT

MEATS, SEAFOOD, SOUP, VEGETABLES.  
YOU COOK AT YOUR TABLE

**\$5 OFF**  
\$50 OR MORE  
Must present coupon. Offer exp. 5-15-23  
Cannot be combined with other offers.  
CNC

**\$10 OFF**  
\$100 OR MORE  
Must present coupon. Offer exp. 5-15-23  
Cannot be combined with any other offers.  
CNC

**HOT POT & BBQ**  
239-338-9999  
9345 Six Mile Cypress Pkwy #113  
Fort Myers, FL 33966  
HOURS: Mon. - Sat. 2pm - 12am  
Sun. 1pm - 11pm

**ZAXBY'S**

**Sandwich Meals**

Good at the following locations only:  
11791 South Cleveland Ave. Fort Myers, FL 239-208-2128  
17500 Ben Hill Griffin Pkwy. Fort Myers, FL 239-415-1688

**BUY 1 GET 1 FREE**  
**Sandwich Meal**  
Served with CRINKLE FRIES AND A 22oz DRINK.  
**ZAXBY'S**

**HOP ON IN FOR GREAT OIL CHANGE SAVINGS!**

**\$14 OFF**  
Synthetic Blend or Full Synthetic Oil Change\*

**\$9 OFF**  
Conventional Oil Change\*

Expires: 5-15-23 Code: ABC123

4.8 CUSTOMER SATISFACTION SCORE\*

Drive-Thru Oil Change • No Appointment Necessary

CAPE CORAL - 3000 East Prado Blvd (239) 545-3002  
INGLESWOOD - 2447 South McCall (239) 475-4771  
ESTERO - 24291 Grande Oaks Shopping Blvd (239) 486-2017  
FORT MYERS - 2607 Colonial Blvd (239) 494-2776  
FORT MYERS - 13750 E. Tenthon Trail (239) 499-4446  
FORT MYERS - 15625 Sun Center (239) 471-1111  
FORT MYERS - 3400 Pinery Blvd (239) 286-4886  
NAPLES - 2227 Pine Ridge Rd (239) 566-4382  
NAPLES - 1991 Pine Ridge Rd (239) 568-4114  
E. NAPLES - 2770 Tenthon Trail (239) 774-4086  
CENTRAL NAPLES - 1440 Collier Gateway (239) 698-6276

**A Tropical Touch**

**Massage & Facials**

Helping people look & feel better for over 25 years!

**March Special**  
2 Hour Massage/  
Facial Combo. Reg \$120 **ONLY \$100**  
Coupon cannot be combined with other offers. Exp. 4-15-20  
March CNC# 634212015

**\$10.00 OFF**  
A One Hour Massage or Facial. Reg. \$60  
Cannot be combined with other offers. Exp. 4-15-20 CNC# 634212015

Call Pam for Appointment  
**239-887-0834**  
A Tropical Touch Salon & Spa  
15510 Old McGregor Blvd.  
Ft. Myers, FL

# Testimonials

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**Valvoline** (Email sent 11/17/22)

We average about 24 redemptions a month per store that the coupons cover. You are always very very pleasant to work with and keep me updated when ads are due. We really appreciate having you as a partner!

Cindy L. Hudson  
Associate Director, Marketing and Sales  
Henley Enterprises Inc.  
dba Valvoline Instant Oil Change  
www.vioc.com

**Sawyer's Salon** (Email sent 6/18/16)

"Well I have to say I ignored Keith's saying his ads work for over a year. After I finished my commitment to another advertising paper and never even got one new client, I finally gave in to Keith and he put together an ad for my salon. In just two weeks after he published it we had 6 new clients! Needless to say I'm advertising again with Clip Save Coupons! Thanks Keith".

Sincerely,  
Karen Sawyer  
Owner of Sawyer's Salon

**A Tropical Touch Salon & Spa** (Email sent 6/8/16)

Good morning,

I just wanted to write and tell you that your Clip Save Coupon book has been a wonderful investment. We track our advertising dollars closely and you have hit a home run. Your publication has proven to be more successful than any other advertising vehicle we have tried, bringing us new clients from all over Lee County which have become repeat clients. I use the book personally for restaurant coupons.

Nice job, well done!!

Thank you,

Pamela Denson  
A Tropical Touch Salon and Spa  
15510 Old McGregor Blvd.

## Fourteen Foods (Dairy Queen) (Email sent 6/9/16)

The General Managers of my Ft. Myers area say the coupons are a big hit and that they receive numerous ones on a daily basis! But, overall they are doing really well and bringing in lots of business for that area! Also I LOVE, LOVE, LOVE the map that shows the locations of the DQ's!

Thank you! :)

Taylor Murphy  
Community Marketing Manager  
Fourteen Foods/Dairy Queen



[Brian Burkle](#) reviewed [Clip Save Coupons](#) — *5 star*

[April 8](#) · I started advertising with Clip Save Coupons about a year and a half ago and I am very grateful for all the hard work they do not only with the ads but with the way they disperse their coupon books each month. They have a huge number of places that they are put each month making it hard for anyone to miss. We have had a great response and i love how people see the book throughout the whole month allowing for consistency compared to the coupon books that are mailed out where you typically only get business the week it was mailed then you have to wait until the next month for people to see it again. Keep up the great work!



[Cathi Winkleman Wilson](#) reviewed [Clip Save Coupons](#) — *5 star*

[July 13](#) · Clip Save Coupon Book is our most cost-effective form of advertising. The books get to our target market at an extremely reasonable cost. Keith has always been easy to work with and very responsive to questions and concerns. We have tried several other coupon books/packs and this one simply works the best for our company, the FL Green Team.

# Want to get great results too?

You can if you call **239-303-1280** to get your business in the next

## Clip Save Coupons!