



Billing Information:

Date: _____ Account No.: _____
 P.O./Job Number: _____
 Contact: _____
 Company: _____
 Phone No.: _____ Ext: _____
 Email Invoice to: _____

Magnification (Symbol Size):

80% (Default is 80% size if printing lithographic, FSI, 4 color process or similar.)
 Other magnification (81%-100%). Please specify: _____%

Email Order Acknowledgement: _____

Email Advanced Shipping Notice: _____

Delivery:

Internet (you download from www.symbology.com)

Email: _____

Format: Illustrator EPS PDF

Bar Width Adjustment (printing process):

Lithography, Offset

Other (Flexography, silk screen, digital, etc)

Please specify: _____

Report:

Coupon ValidatorSM Service Report

Special Instructions:

1. Offer #	Description/Market Area	Value Code	Save Value	Company Prefix	Purchase Requirement	Family Code

***Additional Information**

Start Date	Exp. Date	Store Coupon Flag (EAN99)	<input type="checkbox"/> Do Not Multiply Flag (EAN99)

2. Offer #	Description/Market Area	Value Code	Save Value	Company Prefix	Purchase Requirement	Family Code

***Additional Information**

Start Date	Exp. Date	Store Coupon Flag (EAN99)	<input type="checkbox"/> Do Not Multiply Flag (EAN99)

3. Offer #	Description/Market Area	Value Code	Save Value	Company Prefix	Purchase Requirement	Family Code

***Additional Information**

Start Date	Exp. Date	Store Coupon Flag (EAN99)	<input type="checkbox"/> Do Not Multiply Flag (EAN99)

4. Offer #	Description/Market Area	Value Code	Save Value	Company Prefix	Purchase Requirement	Family Code

***Additional Information**

Start Date	Exp. Date	Store Coupon Flag (EAN99)	<input type="checkbox"/> Do Not Multiply Flag (EAN99)

5. Offer #	Description/Market Area	Value Code	Save Value	Company Prefix	Purchase Requirement	Family Code

***Additional Information**

Start Date	Exp. Date	Store Coupon Flag (EAN99)	<input type="checkbox"/> Do Not Multiply Flag (EAN99)

- Magnification** – Industry standard for determining size i.e. 80%-100% (Please contact Customer Service at Symbology for size charts)
- Bar Width Adjustment** – Loss/gain adjustment of the nominal bar width dimension on printing plates to compensate for print gain which occurs in wet ink processes.
- Offer Number** – 6 digit number (assigned by the owner of the Primary GS1 Company Prefix) that identifies this offer. Commonly developed for use by a clearing house to collect data on the percent of coupon redemption.
- Description** – Used to identify the individual codes or market area for user reference only.
- Value Code** – 2 digit number that represents the redemption value of the coupon.
- Save Value** – The dollar amount the consumer receives off the product or products or the “Up to” value of the coupon.
- Save Value Denomination**
- Company Prefix** – 6-12 digit number assigned to the product manufacturer. This contains the number system and MIN number preceded by a 0. (example: UPCA from product is 0 12345 00000 0, your GS1 company prefix is then 0012345)
- Purchase Requirement** – Quantity of items the consumer must bring to the register in order to redeem coupon.
- Purchase Requirement Denomination**

The form is divided into several sections:

- Billing Information:** Includes fields for Date, Account No., P.O./Job Number, Contact, Company, and Phone No. (with Ext. field).
- Magnification (Symbol Size):** Includes checkboxes for 80% (Default), Other magnification (81%-100%), Email Order Acknowledgement, and Email Advanced Shipping Notice.
- Delivery:** Includes checkboxes for Internet (you download from www.symbology.com), Email, and Format (Illustrator, EPS, PDF).
- Bar Width Adjustment (printing process):** Includes checkboxes for Lithography, Offset, and Other (Flexography, silk screen, digital, etc).
- Report:** Includes a checkbox for Coupon Validator™ Service Report.
- Special Instructions:** A text box for additional notes.
- Main Coupon Fields:** A row of fields: Offer #, Description/Market Area, Value Code, Save Value, Company Prefix, Purchase Requirement, and Family Code.
- Additional Information:** Includes Start Date, Exp. Date, Store Coupon Flag (EAN99), and Do Not Multiply Flag (EAN99).

Numbered callouts (1-15) point to the following fields:

- 1: Offer #
- 2: Bar Width Adjustment (printing process)
- 3: Value Code
- 4: Description/Market Area
- 5: Contact
- 6: Date
- 7: Magnification (Symbol Size)
- 8: Company Prefix
- 9: Purchase Requirement
- 10: Family Code
- 11: Family Code
- 12: Start Date
- 13: Exp. Date
- 14: Store Coupon Flag (EAN99)
- 15: Do Not Multiply Flag (EAN99)

- Family Code** – 3 digit code that represents the product or group of products that the consumer must bring to the register in order to redeem the coupon.
- Start Date** – 6 digits that represent the year, month, and date a coupon begins.
- Expiration Date** – 6 digits that represent the year, month, and date a coupon expires.
- Store Coupon Flag** – Creates EAN99 coupon, choose rule that applies to this offer up to 8 items.
- Do Not Multiply Flag** – Creates EAN99 coupon, if checked, indicates coupon cannot be doubled.