

March 2011

# NPA

# NEWSPAPER VOUCHER

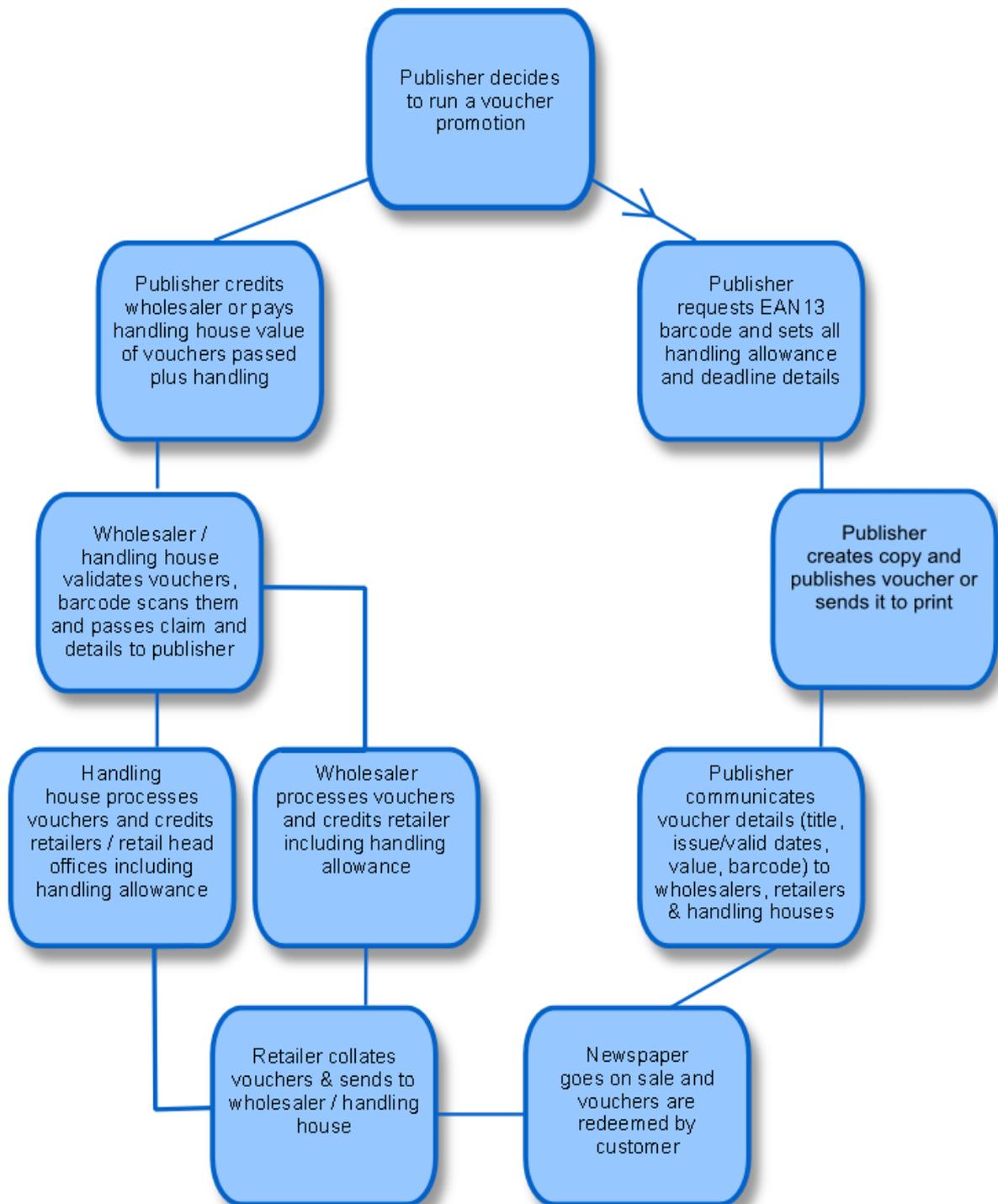
# CHECKLIST

The following NPA<sup>1</sup> voucher checklist has been created to assist national newspaper publishers when producing vouchers that will be handled by consumers, retailers wholesalers and voucher clearing houses. It is in the interest of all publishers that voucher offers and redemptions are made clear to consumers and retailers. In particular, retailers rely upon well produced vouchers to enable them to provide consumers with the correct saving. This checklist will aid publishers in generating vouchers that can be quickly and efficiently processed by each section of the supply chain. The checklist will be revised and up-dated from time to time as part of an ongoing process of continuous improvement.

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<sup>1</sup> The NPA (Newspaper Publishers Association) is the trade association for national newspapers. The members are as follows, Associated Newspapers Limited, Guardian News & Media Limited, Independent News & Media Limited, MGN Limited, News International Limited, Telegraph Media Group Limited, The Financial Times Limited.

## The Voucher Journey



## Voucher Checklist

- 1 The voucher wording should be legal, unambiguous and clear for all parties to understand.
- 2 The voucher should identify the product, and whenever possible be issue/period specific and show the “money off” cash value of the voucher.
- 3 The consumer & retailer redemption period must be clearly stated upon the voucher.
- 4 The voucher number should be correctly compiled and encoded within the EAN-13 symbol.
- 5 The barcode symbol and PIN bar code where applicable should be of a size that enables it to be scanned.
- 6 There must be clear spaces around the bar codes to leave an adequate margin, thus enabling scanning of the bar code, as shown in diagram 1.
- 7 Vouchers printed within publications or leaflets should avoid having Bar Codes or validity dates too close to cut out lines in order to prevent damage when cut or torn from the publication.
- 8 Handling and clearing houses must be notified in advance of voucher campaigns, together with any additional information that needs to be captured, or whether the vouchers need to be retained.
- 9 Care must be taken when publishing in-paper vouchers to ensure that vouchers are not printed “back to back” thus rendering one voucher or the other un-usable.
- 10 It must be made clear to consumers what they are being offered, how the offer can be redeemed, as well as the time and duration of the offer.
- 11 Notification of the issue of all new vouchers is required from Publishers to Wholesalers and Voucher Clearing Houses.
- 12 Where changes to the published price of a publication affect the value of vouchers in circulation, publishers are required to provide prompt advice of the new value for each voucher affected. To enable credit to be correctly passed on to retailers, any change to voucher value should be advised where possible prior to any possible consumer redemption.

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### **Voucher Checklist (continued)**

- 13 When distributing vouchers within a publication, consideration should be given to the relative value of the vouchers to the cover price of the publication. Unsold copies of the publication should be disallowed if the vouchers have been removed. It may not be appropriate to market vouchers if the cumulative value of vouchers is significantly higher than the cover price of the publication that they appear in.
- 14 Retailers should return their vouchers on a regular basis and should not return vouchers for credit prior to the voucher validity date.
- 15 Closed voucher files should be sent to wholesalers and clearing houses on a regular basis detailing voucher campaigns that have closed.
- 16 It is advisable to use water mark paper, holograms, thermo graphic or embossed inks when printing vouchers.
- 17 Publishers should only accept voucher claims from one clearing house per retailer.
- 18 Estimated redemption levels of vouchers should be checked each week to ensure that redemption levels are within anticipated parameters.
- 19 Publishers are advised to monitor E-bay and other on line auction sites on a regular basis

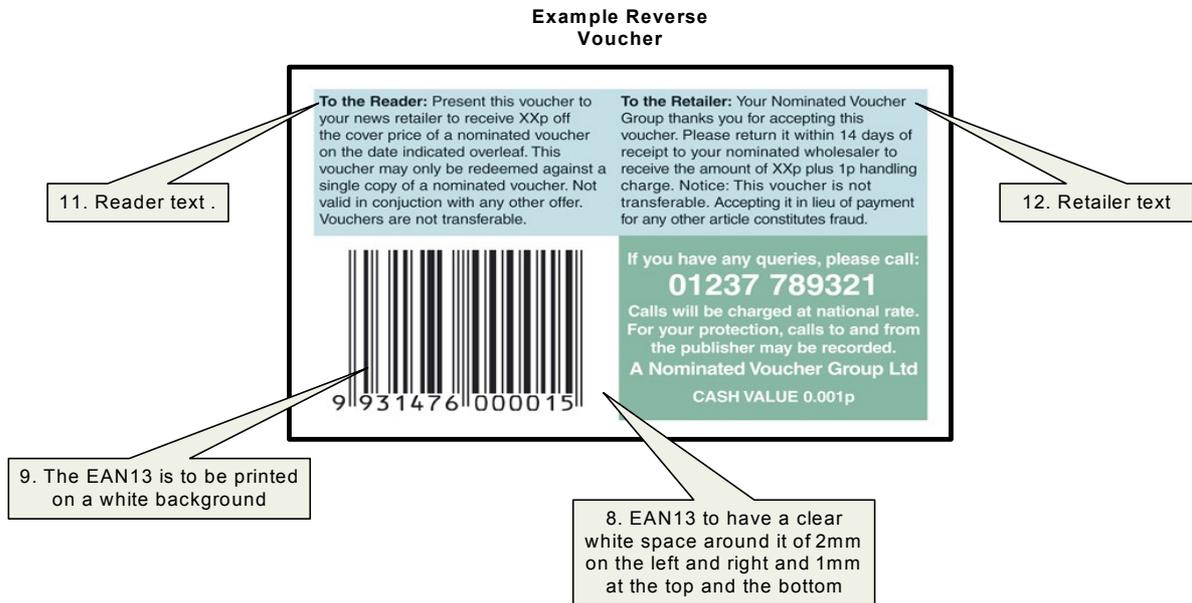
### **Structure**

The use of EAN 13 bar codes is **essential** to enable prompt and efficient processing of vouchers through the supply chain. Voucher Bar Codes have a different structure to publication Bar Codes and require a voucher issuer number that can be obtained from GS1 UK Staple Court, 11 Staple Inn Buildings, LONDON, WC1V 7QH. Tel: 02070923500, Email: [info@gs1uk.org](mailto:info@gs1uk.org). (N.B. Numbers are only issued to member companies.) An issuer is allowed up to 1000 vouchers before another number is required.

A new voucher barcode must be allocated for each new voucher value and/or redemption period. It is recommended that voucher barcodes and reference numbers are not reused within a 36 months period.

The code for use in the UK is as follows: 99 YYYY NNN VVV C  
99YYYY is the voucher issuer number;  
NNN is the voucher reference number;  
VVV is the redemption value  
C is the check digit.

# Standard Voucher Specification (Diagram 1)



## Voucher Clearing House – Contact/Advice Lists

<p><b>Valassis Limited</b> <b>UK Headquarters Address</b></p> <p>Weldon House Corby Gate Business park Priors Haw Road Corby, Northants. NN17 5JG</p> <p>Tel: 01536 400123 Web: <a href="http://www.valassis.co.uk">www.valassis.co.uk</a></p>	<p><b>The Institute of Promotional Marketing Ltd</b></p> <p>70 Margaret Street London W1W 8SS</p> <p>Tel: 020 7291 7731</p> <p>Web: <a href="http://www.theipm.org.uk">www.theipm.org.uk</a></p>
<p><b>RMI Services Ltd.</b> Blackberry Business centre Brambleside Uckfield, East Sussex, TN22 1QQ</p> <p>Tel: 01825 761646 Web: <a href="http://www.rmiservices.co.uk/">http://www.rmiservices.co.uk/</a></p>	<p><b>MRM Promotional Services</b> Barberton House, Fardon Road, Market Harborough. LE16 9NR</p> <p>Tel: 01858 410510 Web: <a href="http://www.mrm.co.uk">www.mrm.co.uk</a></p>
<p><b>EAV Group - Voucher Redemption Ltd</b> (‘VRL’), 7 Wollaston Crescent, Wollaston Industrial Centre, Basildon, Essex. SS13 1QD</p> <p>Tel: 01268 725156 Web: <a href="http://www.eav-group.co.uk">http://www.eav-group.co.uk</a></p>	<p><b>GS1</b> Staple Court 11 Staple Inn Buildings London WC1V 7QH Tel: <b>0808 178 8799 / 020 7092 3501</b> Web: <a href="http://www.gs1uk.org">http://www.gs1uk.org</a></p>
<p><b>Garland Coupon Service Ltd</b> Fleck Way, Teeside Industrial Estate, Cleveland, Thornaby. TS17 6JS.</p> <p>Tel: 01642 764747 Web <a href="http://www.garland-coupon.co.uk">http://www.garland-coupon.co.uk</a></p>	<p><b>Coupon Information Limited</b> Unit 1A, Causeway Park, Wilderspool Causeway, Warrington. WA4 6WS</p> <p>Tel: 01925 232820</p>

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