



Register Tapes Unlimited
at IndoorMedia

Date: 02/18/2013

Grocery Store: Smith
Customer: Jennifer Nappi
Business: Allstate Insurance-Jennifer Nappi Agency
Address: 631 A Metacom Ave., Bristol, RI 02855 - US
Phone: 401-247-0012
Number of Coupons Redeemed: Per Week: 1 Per Month: 5

Comments:

We have been participating in the register tape program for a year now and have had a good return on our investment. We just renewed our advertising and would recommend that other businesses try this type of advertising. Since I started advertising on the back of Stop & Shop receipts, I feel that my goal of being recognized and associated with Allstate Insurance is constantly being accomplished. I constantly have people telling me that they see my ad!

Signature: Jennifer Nappi



The coupon features the Allstate logo with the tagline "You're in good hands." and identifies Jennifer Nappi as an "EXCLUSIVE AGENT". It provides her address at 631 A Metacom Ave., Warren RI and her email jennifernappi@allstate.com. A prominent offer for a "FREE \$10.00 STOP & SHOP GIFT CARD" is highlighted in a red-bordered box. Fine print at the bottom states the offer is valid with a Home or Auto quote, limited to one per household within 6 months, and requires presenting the coupon code 401-247-0012. A photo of Jennifer Nappi is on the right, and the code 401-247-0012 is at the bottom right.

Allstate
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Jennifer Nappi Agency
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& SHOP GIFT CARD**
with a Home or Auto quote. Limit one per household/within 6 months.
Must present or mention coupon code if calling. Exp. 09/30/12
401-247-0012