



*Advertising that
Connects You
with Your Community!*

Grocery Store: Smith

Date:
02/18/2013

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." Below this, it identifies Jennifer Nappi as an "EXCLUSIVE AGENT" for the "Jennifer Nappi Agency". The address "631 A Metacom Ave., Warren RI" and email "jennifernappi@allstate.com" are listed. A prominent offer is a "FREE \$10.00 STOP & SHOP GIFT CARD". A photo of Jennifer Nappi is on the right. The phone number "401-247-0012" is at the bottom right. Fine print at the bottom left states: "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". The code "SNS723JJA" is in the top right corner.

