

**Jill Cataldo saves hundreds on groceries by making the most of the common coupon. You can, too. Here's how.**



## Are All Newspaper Coupon Inserts the Same?

**Q:** "My mom and I get different newspapers, and she saves her coupon inserts for me each week. I have noticed that the coupons that come in her paper are often different from the ones that come in mine. The coupons are usually for the same products but the dollar amounts are different! On the same day we both had coupons for automatic dishwasher detergent. My newspaper had a \$1 coupon. Her newspaper ran the same ad with a \$5 coupon for the same product. Is this normal?"



By Jill Cataldo  
CTW Features

**A:** It's no secret that different newspapers may carry different coupon inserts each week. What surprises many new coupon shoppers is that different coupon inserts often have the same front and back covers, so they appear to be the same. But inside, you may find coupons for different products, even in papers in the same market area. Or, as you noticed, you may find coupons that appear to be the same at first glance, but on closer inspection carry different dollar amounts.

Why is this? When manufacturers run promotional campaigns, they may vary the products and the terms from market to market. They control which products they promote in specific areas. They also may choose to offer higher coupon values in one publication than in another. With regard to the dishwasher detergent coupon noted in the reader's letter above, the week it was issued the company distributed three different versions: a \$1 coupon, a \$2 coupon and a \$5 coupon. An informal survey of family and friends found that some of us received the highest value coupon while others got lower values. We all receive the same newspaper but we live in different delivery areas. Those who received the \$5 coupon cheered when the detergent went on sale a week later for \$4.99!

Another little game manufacturers play: At times, they offer different coupon values to different neighborhoods or segments of a circulation area, even though each household receives the same newspaper. As shoppers, there's not much we can do to ensure we get the "best" coupons other than to subscribe to more than one newspaper.

People often ask how many newspapers I receive each week. I subscribe to two - my smaller, local newspaper and a larger city newspaper. This helps ensure I receive the widest variety of coupons available in my area.

I see my weekly newspaper subscription as a small investment that results in a big payback of coupon savings down the line.

**Q:** "Is there any way to get coupon inserts without buying the newspaper every week?"

**A:** I can't fathom why anyone would not want to buy the newspaper every week for the coupons alone! That \$1, \$2 or \$3 investment can easily net you \$50, \$75 or \$100 in coupons each week. My newspapers pay for themselves after I've used only a couple of coupons - and then, all of the other coupons I use in the following weeks and months are essentially "free money" to me.

In fact, some weeks I buy extra copies of the newspapers in order to get the coupons. Not long ago one of my newspapers offered a coupon for a free eight-pound bag of a premium dog food. That's a fantastic coupon! The newspaper that carried the coupon cost \$1. I bought 10 papers simply for that one coupon, so I spent \$10 on 80 pounds of a great brand of dog food that normally sells for \$12.99 per eight-pound bag. Not only did my newspapers immediately pay for themselves but I also have ten extra sets of coupon inserts from that week to help me stock up on many other products.

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Jill Cataldo, a coupon workshop instructor, writer and mother of three, never passes up a good deal. Learn more about couponing at her website, [www.supercouponing.com](http://www.supercouponing.com). E-mail your own couponing victories and questions to [jill@ctwfeatures.com](mailto:jill@ctwfeatures.com).

## Stonewall Kitchen Gourmet Food Fest!

**Come Sample Our New Products**

**Spend \$25 on Any Gourmet Foods & Receive a FREE Package of Dip Mix**

Coupon expires 6/12/10

**Gifts AND Giggles** Lu Lu's  
217 W. 3rd, Downtown Yankton, 665-6767

## Country Cupboard Floral & Gifts

2800 N. Broadway, Yankton • 260-2333



**Purchase any Humorous Coffee Mug and Receive 1 FREE Flavored Coffee**

*with this coupon*

Coupon expires 6/12/10. Limit 1 coupon per person per visit. Cannot be combined with any other offer.

**Buy Any Bag of Hill's® Science Diet® Small & Toy Breed Dog Food (Already Lowest Price) and Get a FREE\* Lil'I Pals® Collar & Leash Valued Up To \$12**

\*After mail-in offer. See store associate for details.

Limit 1 per customer. While supplies last. Expires 6/14/10.



**Tropical Creations**  
Yankton Mall • 665-1464

**Buy 1 Adult Buffet Get 1 FREE Child's Buffet**

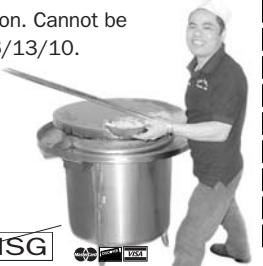
Child's Buffet ages 3 to 5. With coupon. Cannot be combined with other offers. Expires 6/13/10.

**KING BUFFET**

AND MONGOLIAN GRILL

3013 N. Broadway, Yankton  
260-8888

NO MSG



**10% Off These Accessories**

- Sandals • Belts • Scarves
- Apparel • Hair Jewelry
- Picture Frames & more

**Rita's Purse-o-Nalities**

Excludes handbags & jewelry.

Coupon Expires 6/21/2010

Hours: 10am-8pm Monday-Sunday  
2101 Broadway, Yankton Mall

**Bring In Coupon & Receive 10% Off Any Meal Ticket**

Good thru 6/13/10

**Sportsmen's Rendezvous**  
Main St., Tyndall, SD  
605-589-4386

Photography by  
**Classic Clicks, Inc.**  
2101 Broadway Yankton SD 57078  
www.photographybyclassicclicks.com  
605.668.1640

**2011 Seniors Models Needed**

Enter your Classic Clicks Senior Portrait for a chance to win prizes valued at \$650

**Book Now**  
with this coupon  
Get free facebook pics  
Get a free keychain  
Get 25% off proofs  
and  
free double fun

**Winings Valued at \$650**

Your portrait in all modeling advertising 2012

Copyrights to all your portraits

16x20 Portrait Print

Wallets for 100 of your friends

**Sitting**  
indoor or outdoor

**\$10**

Enter once per sitting



Capture Your Journey

**You'll Scream For Ice Cream!**  
**Books and Beans**  
Your One Stop Treat Shop!

**WiFi**

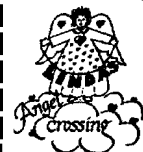
Open 8-8 Monday-Saturday  
104 W. 3rd St., Downtown Yankton  
605-260-0024 • 605-760-2023



**It's A Girl Thing!** **\$10<sup>00</sup> off** Shorts or Tops

Girls sizes 7-14

with coupon ~ expires 6/19/10



**Linda's Angel Crossing**  
1101 Broadway 665-0080  
Open Monday-Friday 10-6, Saturday 10-5

**COUPON**

**FAST CASH**

**LOANS ON ALMOST ANYTHING**

**A-1 Pawn**

515 E. 4th St., Yankton • 605-665-3182