

Glossary of Couponing Terms

x/xx	refers to a coupon's value—the amount off # of items (i.e. \$1/2 = \$1 off two items)	overage	the amount of \$ made on buying an item (profit)
\$\$/\$\$	refers to a coupon's value—the amount off total purchase (i.e. \$5/\$20 = \$5 off a \$20 purchase)	OYNO	on your next order
blinkie	in-store manufacturer coupon near product, usually from red blinking box	P&G	<i>Proctor & Gamble</i> Sunday coupon insert
BIG1	buy one get one free	peelie	coupon attached to an item that you can peel off & use immediately
BOGO	buy one get one free	POP	proof of purchase
CAT	Catalina—coupon you get with your receipt at the register; usually triggered by a specific item that you purchased	Q	coupon
C/O	cents off coupon	RC	raincheck—a piece of paper that allows you to purchase an out-of-stock item at the current sale price in the future
double	store “coupon” that doubles manufacturer's coupon value	rolling	using a CAT or RR to pay for an item that produces a CAT or RR
DND	do not double	RP	<i>Red Plum</i> Sunday coupon insert
FAR	free after rebate	RR	Register Rewards—Walgreen's catalina
filler	item purchased for the sole purpose to make a deal work	SAE	self-addressed envelope
GM	<i>General Mills</i> Sunday coupon insert	SASE	self-addressed stamped envelope
HT	hang tag	Single Check	Rite Aid's rebate program
HCW	Hot Coupon World — hotcouponworld.com	SMP	specialty marked package
IP	Internet Printable coupon	SS	<i>SmartSource</i> Sunday coupon insert
LOND	land of no doubles	stacking	using a store specific coupon with a manufacturer's coupon on one item
MFG	manufacturer's coupon	tearpad	pad of coupons next to an item in the store
MIR	mail in rebate	U	<i>Unilever</i> Sunday coupon insert
MQ	manufacturer's coupon	WSL	while supplies last—usually means you can't get a raincheck
OOP	out of pocket	WYB	when you buy
OOS	out of stock	YMMV	your mileage may vary— <i>success of the attempt may vary at your store</i>

A date with an abbreviation (for example: 8/3 P&G) refers to the coupon inserts that are found in the Sunday paper. The date is the week that the paper was released and the abbreviation stands for the name of the insert: SmartSource (SS) / Red Plum (RP) / General Mills (GM) / Procter & Gamble (P&G) / Unilever (U). The date is found on the spine of each insert pack.