Consumer Corner

Money-Saving Ideas ℗

(NAPSA)—Good news: Consumers can save nearly $3 billion a year just by using coupons when shopping. According to the Promotion Marketing Association Coupon Council, spending just 20 minutes per week clipping coupons can save you up to $1,000 per year. It's easy. Over 85 percent of all coupons issued in the U.S. are found in Sunday papers. And it's popular. Seventy-six percent of Americans are already coupon users.

The following tips can also help you on your way to becoming a savvy coupon clipper:

Finding Coupons:

• Look in the store. You'll find coupons in retailers' advertising flyers, on the shelf, at kiosks, even at the checkout. Turn your register receipt over—sometimes there will be coupons there, too.

• Try samples offered in the store and you'll often be offered a coupon to take home a package of the products.

• Check product packages. Your favorite brands want to keep you loyal, so you'll often find coupons on or in the package.

• Look on the Internet. There are coupon sites where you can print coupons and find providers who will e-mail you coupons. A product manufacturer's Web site may offer coupons for brands you love. Check the store's Web site too. Be cautious online, however, of someone offering to sell you coupons...there's no need to buy them when there are so many available free.

Using Coupons:

• Organize your coupons in the order that you shop the store to save time and make sure you use them all.

• Make coupon-clipping a family affair—it can be a great math and savings lesson for the kids. Involve them in the process and let them "earn" coupon savings money.

• Use coupons with shorter expiration dates first.

• Shop on double or triple coupon days and use manufacturers' rebates to realize additional savings.

For more tips, visit www.coupon month.com.