

[72] Inventor **Donald H. Siiter**
 5079 Red Oak Dive, New Brighton, Minn.
 55112
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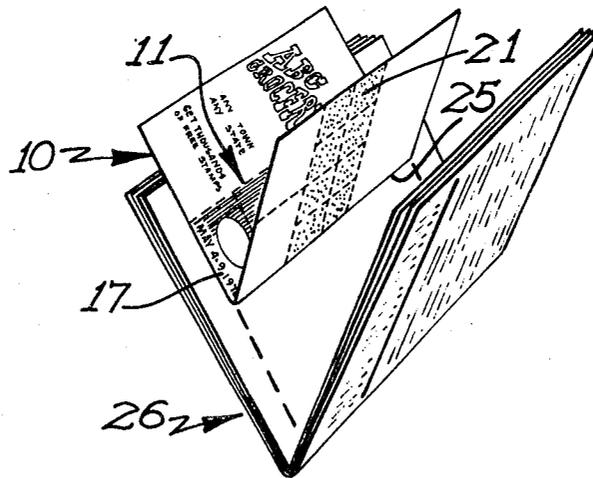
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 Primary Examiner—Lawrence Charles
 Attorneys—Frederick E. Lange, John J. Held, Jr. and Eugene
 L. Johnson

[54] **PERIODICAL AND INSERT SHEET THEREFOR**
 6 Claims, 5 Drawing Figs.

[52] U.S. Cl. 283/56
 [51] Int. Cl. G09f 23/10
 [50] Field of Search 283/1, 22,
 54—56

[56] **References Cited**
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ABSTRACT: A periodical having an insert sheet of thicker material than the pages of the periodical, the insert sheet having a number of groups of detachable portions gummed on the back and the periodical having coupons printed on one of its regular pages, the coupons in any one edition of the periodical having spaces for affixing the detachable portions from one of said groups. A perforated portion when affixed to such a coupon increases its redemption value. The coupons each preferably have some notation to indicate which group of detachable portions are to be used for that issue of coupons. The detachable portions are preferably grouped together on the insert sheet and the gum may be a continuous layer of gum extending only over that portion of the insert sheet in which detachable portions are located.



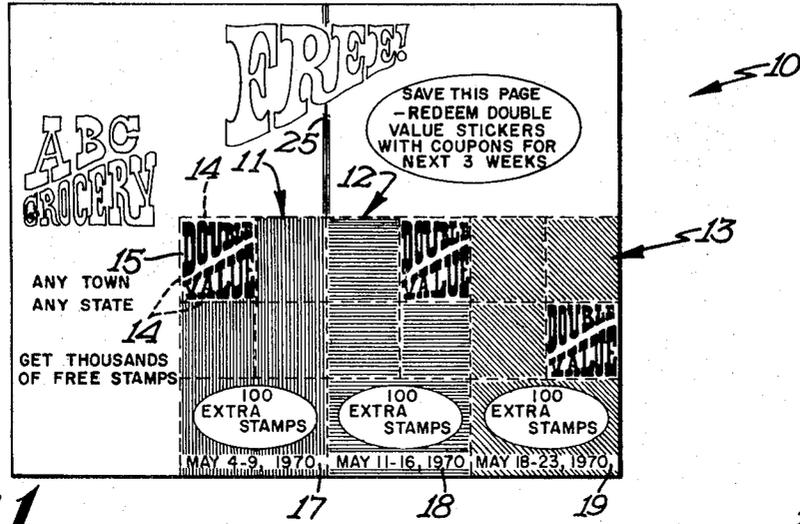


FIG 1

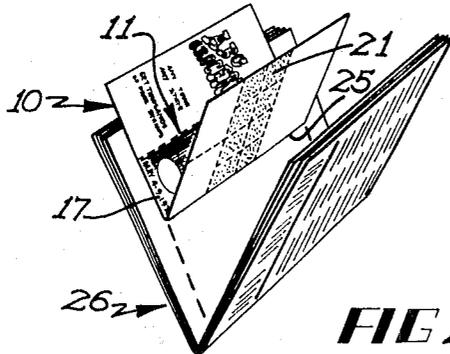


FIG 2

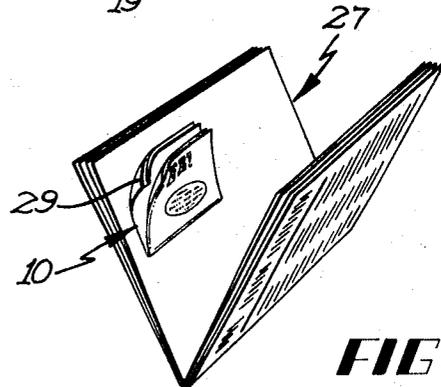


FIG 3

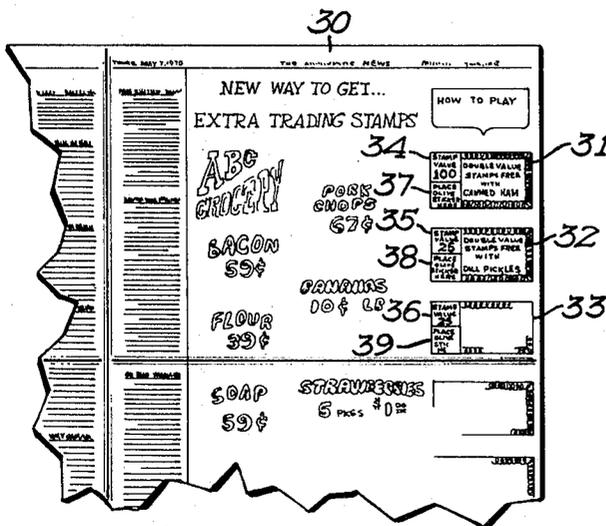


FIG 4

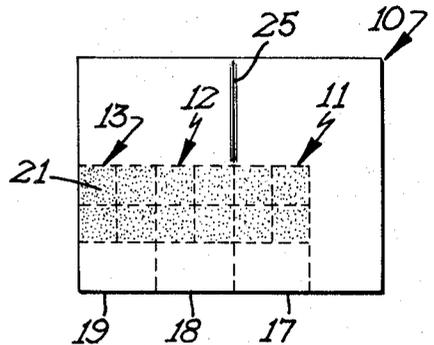


FIG 1A

INVENTOR.
DONALD H. SIITER
BY *Frederick E. Lange*
ATTORNEY

PERIODICAL AND INSERT SHEET THEREFOR

BACKGROUND OF THE INVENTION

It is a common practice in connection with merchandising to provide printed coupons in periodicals which can be removed from the periodical and used in connection with a particular piece of merchandise to either obtain a cash discount or trading stamps in a named amount in excess of what would normally be given in connection with the purchase of such an article. This technique is often used in connection with the promotion of a particular product or, in other cases, simply to interest the purchaser in entering the store in which the coupons may be redeemed.

While coupons in an advertisement in a periodical may be very effective in getting the reader into the store, the problem is to insure that the reader of the periodical has his attention called to the particular advertisement in which the coupon appears. It is, of course, desirable from the standpoint of the merchandiser to have some arrangement which insures that the purchaser keeps watching for coupons and continues to come to the store each week for a number of weeks. In order to provide some form of continuity, some retailers will issue a booklet providing a series of coupons, each series being good for one week. The idea is that the recipient keeps the book and each week uses the coupons available for that week. While this arrangement is relatively effective, it has the drawback of being very expensive. It requires an individual mailing or hand delivery.

SUMMARY OF THE INVENTION

The present invention is concerned with the provision of an insert sheet in a regular periodical, the insert sheet having a plurality of groups of detachable portions which are gummed on the back and each group of which is designed to be used with coupons printed on regular pages of one particular issue of the periodical. The periodical is typically a newspaper. Each week, for example, coupons are printed on one of the regular pages of the periodical, the coupons having a space for attaching one of the detachable portions from the insert sheet and with identification on the coupon as to the particular group of detachable portions to be used that week. More specifically, each group of detachable portions may be printed in a different color and the coupons for any one week may have an indication that the detachable portions of a particular color are to be affixed to the coupons. When so affixed, the redemption value of the coupon is increased by a specified amount. The coupons may be used with either the cash discount or for free trading stamps over and above those normally given for the purchase. In one example, when a detachable portion is properly affixed to a coupon, the number of trading stamps for which the coupon is good when used in connection with the purchase of a particular article is doubled. Since the insert sheet has coupons designed to be used over a number of weeks, the customer will keep the insert sheet and watch each week for the advertisements in which the coupons appear. In this manner, the customer has an incentive to watch for the weekly advertisements. In looking over the advertisements for the coupons to which the detachable portions are to be applied, the customer's attention is also directed to other advertised items. Because the insert sheet is part of a periodical which is already being distributed, there is no appreciable distribution cost for this insert sheet.

In a preferred form of the insert sheet, the detachable portions are grouped together over one portion of the insert sheet and gum is applied to the back of the sheet over only that portion on which the detachable portions appear. In this way, the amount of gum that is used is reduced, substantially reducing the cost of the preparation of the insert piece. Moreover, the danger is reduced of having other portions of this sheet accidentally moistened and caused to adhere to other objects.

The insert sheet may have a fold line therein adapting it to be disposed adjacent the fold line of the periodical. The insert sheet may be retained in the periodical by being disposed

between otherwise adjacent sheets of the periodical with the fold line of the insert sheet adjacent the fold line of the periodical. The insert sheet may also be secured to a page of the periodical by a very light adhesive which permits ready detachment of the insert sheet without damage to the page of the periodical or, the insert sheet may simply be disposed between folded portions of the periodical without overlapping the fold line of the periodical.

The insert may have additional detachable portions surrounded by perforation marks and having no layer of gum on the back thereof.

Various other objects and features of the invention will be apparent from a consideration of the accompanying specification, claims and drawing.

BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is a plan view of a typical insert sheet in accordance with my invention;

FIG. 1A is a plan view of the back of the insert sheet showing the extent of the gummed layer;

FIG. 2 is a partially exploded view of a periodical in accordance with my invention in which the insert sheet is folded and disposed between two folded portions of the periodical which is shown as a newspaper;

FIG. 3 is a view of a periodical in which the insert sheet is folded and attached to one of the pages of the periodical by a very light adhesive; and

FIG. 4 is a plan view of a portion of a page of the periodical showing the coupons with which the detachable portions of my insert sheet are used.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring to FIGS. 1 and 1A, I have shown a typical insert sheet in accordance with my invention, this sheet being identified in its entirety by the reference numeral 10. The insert sheet is formed of relatively heavy paper stock, such as 70 pound stock. The insert sheet 10 has printed thereon a plurality of groups of detachable portions designated by the reference characters 11, 12 and 13. Each of these coupons may have printed thereon suitable notations, such as "Double Value." Only one such notation appears in the drawing in connection with each group. It is understood, however, that each of the detachable portions in each group will preferably have a similar notation thereon. It will also be noted that the four coupons of each of the groups 11, 12 and 13 are printed in different colors. As indicated by color lining, group 11 may be printed in red, those in group 12 in blue and those in group 13 in green or olive. Perforations surround each of the coupons. Thus, in connection with the detachable portion which is in the upper left-hand corner of group 11, perforation lines 14 surround the coupon. Thus, by flexing the card, this detachable portion identified by the reference numeral 15 is readily removed by tearing along the perforated line.

Also appearing on the insert sheet 11 are a plurality of further coupons 17, 18 and 19. These coupons 17, 18 and 19, as will be explained later are designed to be used purely as coupons whereas the detachable portions of groups 11, 12 and 13 are designed to be affixed to other coupons.

In order to make it possible to readily affix these detachable portions of groups 11, 12 and 13 to the appropriate coupons, to be described later, a layer 21 of gum appears over a portion of the back of the insert sheet 10. It will be noticed that the gummed portion 21 extends only over that portion of the back of the card in which the detachable portions of groups 11, 12 and 13 appear. The gummed portion does not extend over the remainder of the insert sheet or over that portion on which the coupons 17, 18 and 19 are printed.

The insert sheet preferably has on it additional information, such as the name of the retail establishment, statements with regard to the purpose of the insert and the manner in which the detachable portions and the coupons are to be used.

The insert may have a fold line formed therein to facilitate folding it, particularly if the overall size of the insert is greater than the size of the periodical in which the insert is to be placed. In the sheet of FIG. 1, a typical fold line is indicated by the reference numeral 25. This fold line may extend across the sheet at any position or in any direction depending upon the size of the periodical and the way in which it is desired to secure the insert sheet in the periodical.

In FIGS. 2 and 3, I have shown two examples of how the insert sheet may be secured in a periodical. In FIG. 2, the insert sheet is folded along the fold line 25. It is simply inserted between the innermost pages of a newspaper 26 with the fold line of the insert adjacent the fold line of the newspaper. The insert sheet 10 is shown in FIG. 2, for purposes of illustration, as being partly withdrawn from the periodical. When delivered, however, the fold line 25 will be adjacent the fold line of the newspaper. When the insert sheet is disposed in this manner, it is retained in position by engagement with the pages of the newspaper when the newspaper is closed. When the newspaper is opened, however, the insert sheet can be readily withdrawn.

In FIG. 3, the insert sheet is shown as being adhesively secured to an inner page of a newspaper 27. In this case, the insert sheet is folded along both vertical and horizontal fold lines to assume a size one-quarter of that it assumes when in the unfolded condition shown in FIG. 1. A strip 29 of very light adhesive is secured to the back of one-quarter of the insert sheet and this adhesive is used to secure the insert sheet to the page. For the purposes of better showing the adhesive strip 29, a corner of the insert sheet is folded away from the page. It is understood, of course, that the insert sheet will normally be secured for the full width of its quarter fold to the page of the periodical 27 and will lie flat against the page.

In FIG. 4, I have shown a portion of a typical page of the newspaper or other periodical, this being indicated by the reference numeral 30. The newspaper will have normal textual matter, such as news items, and an advertisement which extends over a portion of the page. Printed on the page are three coupons 31, 32 and 33 which refer to particular products with which the coupons are to be used. In the case of a newspaper, the page 30 is of ordinary newsprint and the coupons 31, 32 and 33 can be readily removed by the use of scissors. Each coupon has a portion indicating the stamp value of the coupon. Thus, in the case of coupon 31, there is a square 34 in which the legend "Stamp Value 100" appears. In the case of coupon 32, the square 35 has a legend "Stamp Value 25." A similar stamp value is indicated in connection with coupon 33 in the box 36. Each coupon has a further space, these spaces being indicated by the numeral 37, 38, 39, respectively. This square space is of a size and shape corresponding to one of the detachable portions of the groups 11, 12 and 13. In the example shown, each of these spaces bears the legend "Place olive sticker here." As previously noted, the coupons of the group 13 are colored olive.

The customer first removes from the printed page 30 the coupons which he desires to use and then removes from the printed insert sheet 10 the detachable portions or coupons of group 13 which are to be affixed to these coupons. Since these detachable portions are gummed on their back, it is only necessary to moisten the gummed back and apply the detachable portions to the coupons. By attaching these portions to the coupons, the stamp value of the coupon is doubled when it is redeemed.

The coupons 17, 18 and 19 have no gum on their back and are intended to be used for extra purposes. For example, each coupon may be good for one week and may entitle the possessor to a given amount of extra stamps when a purchase of a predetermined value is made. These coupons may have the date or week of redemption printed thereon and the conditions. Also, the coupons may have printed thereon the conditions under which they may be redeemed.

It will be noted that the page 30 has various other advertisements which have no connection with the insert sheet 10.

Presumably, a customer having their attention called to the coupons 31, 32 and 33 also has his or her attention called to the other advertised items.

It will be noted that the insert sheet 10 has three groups of detachable portions 11, 12 and 13. Each of these groups is good for one week only. The customer is thus encouraged to save the insert sheet for subsequent weeks. The customer will thus have an inducement to look at the advertisement in subsequent issues of the periodical in order to be able to utilize the remaining detachable portions on the coupons for the various weeks for which the coupons apply.

While the sheet 10 shows only three groups of four detachable portions, it is to be understood that this is solely for the purpose of simplifying the disclosure. In actual practice, the insert sheet would be good for more weeks. In a typical case, there would be six groups of detachable portions with, perhaps, eight detachable portions in each group. In such case, the advertisements for each period would contain eight coupons. These could all be printed in one issue or, if desired, they could be scattered through several issues during the period in which the eight detachable portions were effective. Thus, the insert sheet would be retained for 6 weeks and the holder would be looking at at least six issues of the periodical for the advertisement of the retailer.

While the invention is primarily concerned with an insert sheet for inclusion in a newspaper, it is to be understood that the insert sheet could be used in any type of periodical, the essential feature being that the insert sheet appears in one issue of the periodical and contains gummed stickers applicable to coupons published in that issue of the periodical and subsequent issues.

I claim as my invention:

1. A periodical having a plurality of folded, printed pages of newsprint and an insert sheet disposed between folded portions of the newsprint, said insert sheet being of denser, thicker stock than the newsprint, said insert sheet having a plurality of detachable portions each of which has indicia printed thereon and each of which is surrounded by perforation marks, said detachable portions being grouped so as to extend over only a portion of the front face of said insert sheet and the remainder of said front face having explanatory matter printed thereon pertaining to the use of said detachable portions, said insert sheet having on the back face thereof a layer of gum which is adhesive when remoistened, said layer of gum on the back face thereof extending over at least that portion of the back face of said insert sheet corresponding to the portion over which said detachable portions extend, one of said pages of newsprint having printed thereon various coupons intended to be removed from said page, each of said coupons having an outline of a space corresponding in size to one of said detachable portions of said insert sheet so that one of said detachable portions can be removed from said insert sheet and be adhesively attached to said space on said coupon.

2. The periodical of claim 1 in which the insert sheet has a fold line thereon disposed adjacent the fold line of the pages of newsprint and disposed between pages of said newsprint.

3. The periodical of claim 1 in which the layer of gum extends only over that portion of the back face of the insert sheet corresponding to the portion over which said detachable portions extend.

4. The periodical of claim 1 in which the redemption value of the coupons is increased when one of said detachable portions is secured thereto.

5. The periodical of claim 1 in which the insert sheet has a plurality of groups of detachable portions, only one group of which is intended for use with the coupons in the issue of the periodical in which said insert sheet appears, the detachable portions of each group having means for identifying which group is intended for use with the coupons in that issue of the periodical.

6. The periodical of claim 1 in which the insert sheet is secured to one of the pages of the newsprint by an adhesive which is lightly enough applied to permit ready detachment of the insert sheet without damage to the page of the periodical.