

# New Mosquito Magnet® Consumer Promotion for 2012!



- Target current trap owners and offer them the opportunity to trade in their old trap for money!
- Money will be given through a coupon which can be used towards their next purchase of ANY Woodstream product on [www.mosquitomagnet.com](http://www.mosquitomagnet.com)
- Order at least one trap starter kit and receive your POP materials for **FREE**

**The value of the coupon will depend on the trap that is being purchased:**

- **\$50** for trade-in with Patriot purchase
- **\$100** for trade-in with Independence or Executive purchase



## How it works:

1. Consumer brings in old trap.
2. Consumer purchases new trap.
3. Retailer gives the consumer the trade-in form, which will be included in POP kit, OR directs them to the Mosquito Magnet website to fill it out online.
4. Consumer fills out form & sends form to Woodstream (either via mail OR online).
5. Once form is received & verified, Mosquito Magnet® sends consumer coupon via email.

## Your POP tool kit will include:

- Direct mailer
- Print ads
- In-store banners
- Shelf danglers
- Window/door decals
- Trade-in forms

## How to participate:

- Order your trap starter kit by **February 15th** in order to receive your POP materials.
  - POP materials will be mailed to you by March 15th.

*\*Promotion runs from April 1—September 30, 2012*



## Trap Trade-in Registration Form

Thank you for purchasing a Mosquito Magnet® and participating in the Buy Back Bite Back promotion!

To receive your coupon, fill-out the information below and mail it back to the address below. Or go online at [MosquitoMagnet.com/BuyBack](http://MosquitoMagnet.com/BuyBack). Once the registration form is received and verified, an email with your coupon code will be sent. Please note participants must provide a valid email address in order to receive the coupon. The promotion ends September 30, 2012. Any trade-in forms received after September 30, 2012 will not be redeemed.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Opt-in to receive e-newsletter updates from Mosquito Magnet®

YES                       NO

Trap Purchased: (circle one)

Patriot

Independence™

Executive

Serial # of New Trap: \_\_\_\_\_

Serial # of Old Trap: \_\_\_\_\_



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