

Coupon Promotions

The Critter lesson books refer to “coupons,” and redeeming them for complimentary books. It’s true. We do offer certain bonus titles as appreciation gifts for loyal readers.

This bonus content was not hastily compiled, nor is it subpar information not worthy of inclusion in the other books. On the contrary, the bonus volumes contain extraordinary content. Some of it is stuff you can’t find anywhere else. Furthermore, they’re profusely illustrated, full-length books. Trust me; you’re going to be blown away.

Please understand that there is a very real cost associated with printing and shipping physical books. We gladly offer the promotions however we do have to implement them in a way, which reflects sound business judgement. To that end, we have a few basic guidelines designed to keep the promotions “in bounds.” These guidelines are all common sense. In the spirit of mutual win, we want to be clear about the do’s and don’ts of the coupon promotions.

What follows is a list of the guidelines. We choose to format them as “frequently asked questions” because FAQs are brief and easy to follow.

Thank you for your interest and your understanding.

Knock ‘em *alive*,

Russ

Founder, AhaUniversity.com



FAQ (Frequently Asked Questions)

What is the Aha! University coupon promotion?

It's a way for you to get bonus books that aren't available any other way.

What is a bonus book?

A bonus book is a book you receive free of charge in exchange for a specific set of coupons.

Are bonus books available for purchase?

No. Bonus books are a way for us to say “thank you” to our loyal readers. Loyal readers get them for free. Everyone else does without.

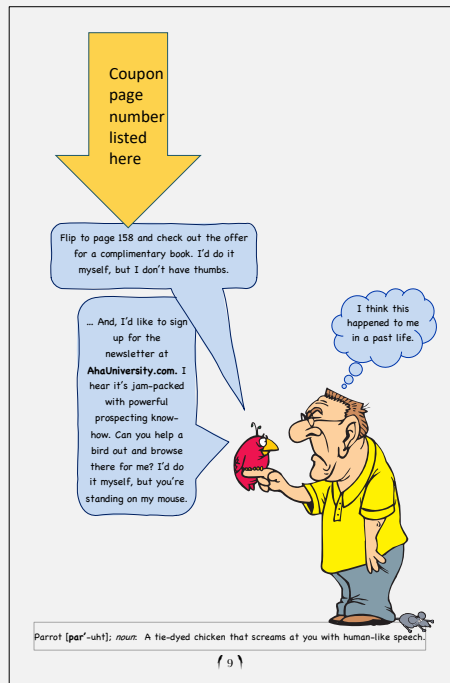
What bonus books are currently available?

They are listed later in this document.

Where can I get coupons?

Coupons are printed inside qualifying books. The specific page numbers vary from book to book, but they are identified close to the front of each book, generally just before or just after the “Dear Reader” letters (see the example on the right; Note: artwork varies between books).

The coupons themselves are situated somewhere within the last 10 pages or so of qualifying books.



What do coupons look like?

Here's an example:



Note: If the qualifying book is printed in black and white, the coupon also will be printed in black and white.

May I send photocopies of the coupons?

No. Only original coupons are accepted. This means you must physically remove them from the qualifying books.

May I use coupons from used books?

No. The coupons must come from books you purchased personally. Refer to FAQ: *What all do I need to send?*

What if I purchase qualifying books from another seller?

Coupon promotions are strictly limited to purchases made from (1) AhaUniversity.com, or (2) one of our accounts on another website. Refer to FAQ: *What all do I need to send?*

May I redeem coupons one at a time?

No. You may collect them one at a time, at your own pace, but they must be redeemed as entire sets. We do not track incomplete sets, *nor do we return incomplete sets.*

What if I purchase all qualifying books at one time?

We automatically include the corresponding bonus book with your order. You don't have to submit anything. If fact, you need not mention

it all. We will leave the coupons in place, and stamp them as “redeemed at time of purchase.”

Do I have to pay for shipping on bonus books?

No. Not if you live with the 50 US states. We pay for shipping to all US addresses within the fifty states.

International orders, including those to Canada, incur shipping fees (our actual cost). When we receive your coupons we will look up the cost of shipping and notify you. Upon receipt of the shipping fees, we ship your bonus book(s).

Is there a time limit on the coupon promotions?

No. We plan to offer the coupon promotions indefinitely. Naturally, we reserve the right to terminate the promotions at any time, and without notice, but again, we have no plans to do so.

What all do I need to send?

Only three things:

- Your name and shipping address
- The required coupons
- The order numbers corresponding to the purchases of the qualifying books

The end of this document includes *optional* checklists for your convenience. Feel to print them and use them to submit your info (along with the coupons). The printed checklists are not required.

Where do I send the stuff?

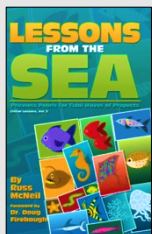
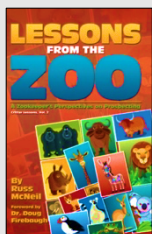
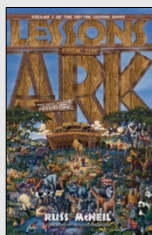
[Email](#) us to ask for the current address.

What if I have a question not covered here?

[Email](#) us directly. It is our pleasure to serve you.

Coupon Promotion #1

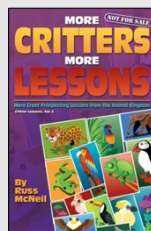
Qualifying Books w/ Coupons



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Bonus Volume

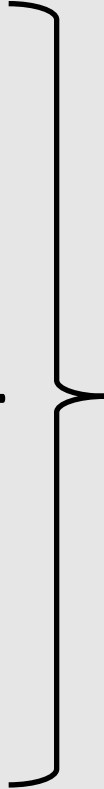


Coupon Promotion #2

Qualifying Books w/ Coupons



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Bonus Volume



Submission Checklist

Coupon submission for: ***More Critters, More Lessons***

Title	Order number	Coupon (X)
Lessons from the Ark		
Lessons from the Zoo		
Lessons from the Sea		
Lessons from the Sky		

Your name:	
Your address:	

Submission Checklist #2

Coupon submission for: *Species Spotlight 4.5*

Title	Order number	Coupon (X)
Species Spotlight #2		
Species Spotlight #3		
Species Spotlight #4		

Your name:	
Your address:	