

# THE COMMONWEALTH OF MASSACHUSETTS

EXECUTIVE OFFICE OF ENERGY AND ENVIRONMENTAL AFFAIRS



## Department of Agricultural Resources

251 Causeway Street, Suite 500, Boston, MA 02114  
617-626-1700 fax: 617-626-1850 www.mass.gov/agr



### Milk Couponing Campaign Notice

Please complete and return to the Department of Agricultural Resources, 251 Causeway Street, Suite 500, Boston, MA 02114. To offer a coupon within the state of Massachusetts this Campaign Notice must be completed and returned at least **thirty days** prior to the start of the marketing or promotional campaign. The Department will have ten business days from receipt of this Notice to request additional information, or issue a Notice of Determination. If the Department fails to issue a determination within ten business days, the coupon shall be deemed approved without restrictions.

<b>Proposed Coupon Start Date:</b>		<b>Proposed Coupon End Date:</b>	
<b>Applicant's Name:</b>		<b>Milk Dealer's Name:</b>	
<b>Address:</b>		<b>City:</b>	<b>State:</b>
<b>Telephone:</b>		<b>Fax:</b>	<b>Email:</b>
<b>Description of Marketing or Promotional Campaign:</b>			
<b>Description of How Marketing or Promotional Campaign is NOT Predatory:</b>			
<b>Method or Device Coupon is Offered:</b> (e.g., in-store, newspaper insert, internet, etc.)		<b>Type of Campaign:</b> (e.g., cents off, rebates, etc.)	
<b>Geographic Area Where Coupon Will Be Offered:</b>			
<b>Product Targeted:</b>	<b>Price Without Campaign:</b>	<b>Price With Campaign:</b>	<b>Cost of Campaign:*</b>
<p>I certify, under the penalty of all applicable law, as to the truth, completeness, and accuracy of all information provided in or in connection with this form. I also certify that I am the authorized individual eligible to file this form. By signing this form I attest that this marketing or promotional campaign is not a predatory campaign and will not result in a below cost sale of milk.</p>			
<b>Signature of Applicant:</b> _____		<b>Date:</b> _____	
For Department Use Only:			
<b>Approval Date:</b>	<b>Denial Date:</b>	<b>Comments:</b>	

\* **Cost of Campaign:** The per unit cost associated with the arithmetic sum of all costs associated with a given promotion or marketing campaign excluding the face value of the coupon. Such costs include but are not limited to printing, advertising, redemption, distribution, and like costs associated with the campaign. Expected sales, regardless of whether the sale occurred with or without the coupon, during the period in question may be used to determine the per unit costs.