

## A Final Note: Rebate Advertising

When advertising an item subject to a manufacturer's rebate, the retailer cannot use the after-rebate price to advertise the item's selling price -- **unless the seller is selling the item to the consumer at the after-rebate price.** The advertising must be clear about how much the customer will pay for the item at the store.

As noted earlier, the retailer must also make the appropriate rebate forms available at the store.

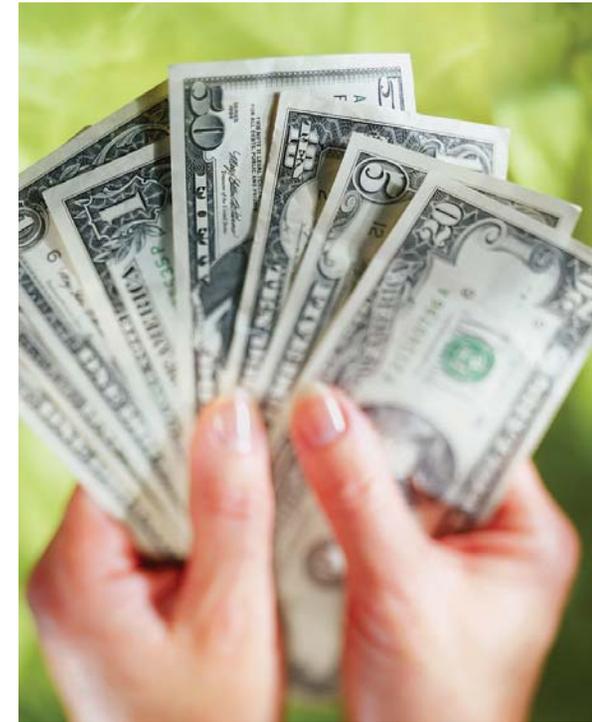
For more information or assistance, please write to:

Department of Consumer Protection  
Trade Practices Division  
165 Capitol Avenue  
Hartford, CT 06106  
Email: [trade.practices@ct.gov](mailto:trade.practices@ct.gov)



# All About Rebates

## *Getting Your Money's Worth*



State of Connecticut  
Department of Consumer Protection  
165 Capitol Avenue  
Hartford, CT 06106

Toll-free: 1-800-842-2649

## *What ever happened to that rebate I sent for?*

This is a common question, and sometimes, a source of consumer frustration. In most cases, consumers who apply for rebates are successful when they are well organized and adhere to the following steps:

1. Before you buy a product that is offering a rebate, be sure that you're willing to comply with ALL the requirements for that rebate, and that you don't put yourself at a disadvantage in order to do so.

### *For example:*

To get your rebate, some manufacturers ask you to send in an entire side of the package, but you really wanted to keep the box for storing the item.

Or, you may feel rushed to use up the product before you normally would, just so you can remove the required labels and proofs-of-purchase.

Or, you may have to buy two or more of a certain item to qualify for a rebate. Ask yourself if it's worth it!

Or, you find out that it will cost you more to mail the rebate application and all of the required documents than the actual rebate is worth!

2. Stores that advertise products with rebates must have the correct forms available, so be sure to pick up the right form while you are at the store. Check the expiration date on the rebate form to be sure the offer is still good. You may contact the Department of Consumer Protection if you find that a store is advertising rebates, but doesn't have the rebate forms, or that the forms have expired.

3. Keep your receipt! Many manufacturers demand the original sales receipt, so make a copy of the receipt to keep for your records. (If you're buying several different "rebate" items at one time, ask for a separate sales receipt for each rebate item, since you will be sending them to different companies.)

4. Before you mail the rebate form, make a copy of it, and be sure it includes the name and full address that you're mailing the form to. If you don't keep a record of this "rebate" address, you can have problems later if you need to contact someone about your rebate.

5. Don't discard the packaging until you're sure you have all the required proofs-of-purchase. These could be UPC symbols, a special logo, a box top, etc. (By the way, is more than one proof-of-purchase required? If so, is the rebate still a value once you've paid for two or more of the same item?)

6. Attach the receipt and proofs of purchase to the rebate form as instructed. Be sure you complete your rebate form completely and clearly. Inexpensive printed address labels are ideal to stick on those rebate forms that have very small spaces.

## **Waiting for the Check to Arrive**

Rebate checks are notorious for taking a long time to arrive, so when waiting for a rebate check to arrive, always expect to wait past the minimum time that the manufacturer indicated on the rebate form -- often ten weeks or more.

If no rebate arrives once the allotted time has passed, send a letter of complaint to the address where you originally sent your rebate form. You should also write to the manufacturer to complain that your rebate has not yet been honored. If that fails to get a response, you may send a letter of complaint to:

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Hartford, CT 06106