

**701—207.8(423) Coupons; incorporation of rule 701—203.3(423).** Coupons and other discounts offered by marketplace facilitators and remote sellers are retailer's discounts, which reduce the sales price and thus the taxable amount of a sale. The requirements of rule 701—203.3(423) shall apply to marketplace facilitators and remote sellers in the same manner that those requirements apply to retailers. [ARC 4644C, IAB 8/28/19, effective 10/2/19; ARC 6508C, IAB 9/7/22, effective 10/12/22; Editorial change: IAC Supplement 10/18/23]