

18th January, 2016

Australia Day BBQ Aprons – January 24-26

Dear Newsagent,

Ahead of Australia Day celebrations (on Tuesday January 26) the *Sunday Herald Sun & Herald Sun* will be giving readers the opportunity to purchase an Australia Day BBQ Apron for \$2.00 with the purchase of the newspapers from **Sunday January 24 to Tuesday January 26, 2016**.

This a Newsagency only promotion

An image of the bar code has been provided below, please pass this on to any of your newsagency sub retailers that may require it.



Allocation

You can expect to receive approximately 35% of your Sunday Herald Sun SC sales from Sunday January 25, 2015.

Commission

Newsagents will receive 15% commission for each apron sold.
Sub Agents will receive 7.5% commission for each apron sold.

Delivery

COUNTRY NEWSAGENTS

The stock will be delivered on **Tuesday January 19** with your newspaper supplies. Please call the Circulation office on 1800NEWS00 if you do not receive any stock on this day.

METRO NEWSAGENTS

The stock will be delivered on **Thursday January 21** with your newspaper supplies. Please call the Circulation office on 1800NEWS00 if you do not receive any stock on this day.

The aprons are available in Victoria/Riverina only and on a “while stocks last” basis.

Token

Although customers can purchase an apron when they purchase the newspaper, a token will also be printed in paper to be used as proof-of-purchase for Home Delivery customers and customers who choose to purchase their paper at a different outlet.

Sub Retailers

We ask that you supply any newsagency sub retailers in your territory with aprons. As a simple guide, if the outlets look like a newsagency to a customer, then they should have stock.

Billing and Returns

This information will be provided in a separate communication

Thank you for your support,

HWT CIRCULATION DEPARTMENT