

January 21, 2016

Herald Sun^{Geelong} Advertiser

Dr Seuss Book Collection

Dear Agent,

Following on from the success of the Family Movies promotion run in October last year, we are pleased to advise this will be followed up with another highly appealing 14 part collectable promotion for your customers.

The Dr Seuss Collection features 14 books to collect.

Day 1: Free The Cat in the Hat book and collector's case with the purchase of the Sunday Herald Sun or, in the appropriate area the Weekend Geelong Advertiser

Day 2 - 14: Books for \$2.60 each with the purchase of the Herald Sun or Geelong Advertiser

For your customers to redeem their book, they MUST:

1. Purchase the Herald Sun or Geelong Advertiser in-store with the book, AND/OR
2. Present a token from the newspaper to participating newsagents, Look-A-Like Newsagents, Coles, Woolworths or IGA stores.

Title Specifics

Day	Date	Title	Barcodes
1	Sunday 7 February	The Cat in the Hat	9780007951765
2	Monday 8 February	Dr. Seuss' ABC	9780007951789
3	Tuesday 9 February	There's a Wocket in My Pocket!	9780007951796
4	Wednesday 10 February	One Fish Two Fish Red Fish Blue Fish	9780007951802
5	Thursday 11 February	Oh Say Can You Say?	9780007951819
6	Friday 12 February	And to Think That I Saw it on Mulberry Street	9780007951826
7	Saturday 13 February	Green Eggs & Ham	9780007951833
8	Sunday 14 February	Oh, The Places You'll Go!	9780007951840
9	Monday 15 February	Mr. Brown Can Moo! Can you?	9780007951857
10	Tuesday 16 February	I Can Read with My Eyes Shut!	9780007951864
11	Wednesday 17 February	Thidwick the Big-Hearted Moose	9780007951871
12	Thursday 18 February	The Foot Book	9780007951888
13	Friday 19 February	Marvin K. Mooney Will You Please Go Now!	9780007951901
14	Saturday 20 February	The Lorax	9780007951772

Distribution:

Packaging specifications:

Please be aware that the books will be packaged and grouped into 3 different shipments:

Shipment	Item	Total Quantity per box	Quantity Breakdown per box
Shipment 1	Book 1 with collector case	20 books per box	20 x books
Shipment 2	book 2 – 8	70 books per box	10 x each book numbers 2 - 8 (Banded in lots of 10)
Shipment 3	book 9 – 14	60 books per box	10 x each book numbers 9 - 14 (Banded in lots of 10)

- As the 14 books are grouped into 3 shipments, please ensure that you present the book that is applicable for the relevant day only.

For example, for Day 5; although it is delivered in Shipment 2 with books 2- 8, please ensure that only *“Oh Say Can You Say?”* is made available for that day.

Allocation method:

Supplies for this promotion have been allocated to you based on your historical sales.

Delivery schedule

DVD	Metropolitan	Delivery Day	Delivery Date	Regional	Delivery Day	Delivery Date	Format
Book 1 + Collector Case	Special Runs	From Mon - Thu	1/2/16 to 4/2/16	Via country edition trucks	From Mon - Thu	1/2/16 to 4/2/16	Bulk & Key
Books 2-8	Special Runs	From Mon - Thu	1/2/16 to 4/2/16	Via country edition trucks	From Mon - Thu	1/2/16 to 4/2/16	Bulk & Key
Books 9-14	Special Runs	Thursday	11/2/16	Via country edition trucks	Thursday	11/2/16	Bulk & Key

Subagents

- This promotion includes newsagents, Coles , Woolworths and IGA Supermarkets; but we also ask that you supply any other newsagency sub-retailers (lookalikes) in your territory.
- Please be aware that you will be required to supply the supermarkets with the exact quantities indicated on the delivery forms.
- Newsagents will receive 7.5% commission for each book sold by the supermarkets.
- Subagents will receive 7.5% commission for each book sold.

POS Packs

- Your Point of Sale will be delivered on your newspaper trucks on Friday January 29. Please call the number below if you did not receive any POS

Newsagent issues

- If you experience any issues, please contact the Newsagent Service Centre via phone on **1800 6397 00** (1800 NEWS 00), or via email at newsagents@news.com.au

- If there are any issues relating to supply, please contact us immediately by close of business on the day(s) that this occurs. Otherwise, credits or replacements may not be provided.

Executional Expectations

- Pre-promotional Point of Sale (POS) will be delivered to you.
- Position POS outside your store, and then along high traffic areas within your store to help elevate customers' awareness of the promotion.
- Please contact your Area Customer Manager for any assistance.
- Please ensure you arrange a secure delivery point for the products.
- On receipt of the products, check your supplies on arrival and notify us immediately if there are any discrepancies between the supplies you've received and the quantities on the label. Please check all boxes, as products are spread over multiple boxes.
Call 1800 NEWS 00 immediately if this occurs.

Returns process

Returns will be processed using the Online Portal, you may visit the site.

The web address is: <http://returns.newspapersubs.com.au/drseuss/>

The online returns portal will open on **Monday, 29th February 2016** and close **Sunday, 13th March 2016**. You will be required to have all returns entered in **before** the closure date.

If your store does not have internet access please call 1800 NEWS 00 to process your returns, please have your route number and return figures ready when calling.

As Coles, Woolworths and IGA are also participating in this promotion, please be advised that you will be required to collect and process their returns through the online portal for these outlets.

Invoicing (including commission)

Newsagent commission: 15%

Subagent commission: 7.5%

At the conclusion of the promotion, you will be invoiced based on your net sales (supply less returns).

Invoicing is planned to occur on: **Sunday, 27th March 2016**.

Backorders

- Please contact the Newsagent Service Centre via phone on **1800 6397 00** (1800 NEWS 00), or via email at newsagents@news.com.au
- Note: There is limited reserve stock available, and as such, replacement orders cannot be guaranteed.

Please contact your local Area Customer Manager if you have any questions.

We thank you for your support.

HWT Circulation