

Tuesday July 12, 2016

Herald Sun**Geelong Advertiser****Marvel Ultimate Super Hero Collection**

Dear Newsagent,

News Corp has identified an opportunity to leverage the fanaticism and wonder for Marvel with the 'Marvel Ultimate Super Hero Collection', a 14-part collection of comic stories published in a two-story, book cover format that is exclusive to News Corp worldwide.

Over a 14-day period from Sunday, July 24 to Saturday, August 6 News Corp will offer a Marvel comic book for \$2.60 with purchase of the *Herald Sun* or *Geelong Advertiser*.

Day 1: Free first comic book (Spider-man) and collector case with purchase of the *Sunday Herald Sun*

Days 2 - 14: Comic book for \$2.60 each with purchase of the *Herald Sun* or *Geelong Advertiser*

Title Specifics

A full list of bar codes and images has been provided at the end of this communication.

Allocation method:

Supplies for this promotion have been allocated to you based on your historical performance for similar promotions.

Subagents

- Please supply any newsagency sub-retailers (lookalikes) in your territory.

Delivery schedule

Day	Metropolitan	Delivery Day	Delivery Date	Regional	Delivery Day	Delivery Date
Comic 1 + collector Album	Via Special Runs	On a single day between date range	18/7 – 21/7	Via country edition trucks	Monday	18/7/16
Comics 2 - 8	Via Special Runs	On a single day between date range	18/7 – 21/7	Via country edition trucks	Tuesday	19/7/16
Comics 9-14	Via Special Runs	Monday	25/7	Via country edition trucks	Monday	25/7/16

POS Packs

- Your Point of Sale will be delivered on your newspaper trucks on Tuesday July 19. If you require any additional POS please contact your ACM or ADM.
- Selected agents will have additional Point of Sale delivered via post or via their local Area Customer Manager from Monday July 11

Newsagent issues

- If you experience any issues, please contact the 1800 News Team 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.

Executorial 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 can access this via the newly updated News4Newsagents website.

The web address is: www.news4newsagents.com.au and then follow the links to the 2016 Marvel Collection.

The online returns portal will open on **Sunday, 14th August 2016** and close **Sunday, 28th August 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 Woolworths and IGA supermarkets are also participating in this promotion, please be advised that you will be required to collect and process their returns through the online portal.

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). **The amount payable on the statement carrying these charges will be significantly higher than normal. Please ensure you set aside funds from the sale of the promotional product each week to enable you to pay your account.**

Invoicing is planned to occur on your statement for W/E **Sunday, 11th September, 2016**.

Backorders

- Please contact the 1800 News Team 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 and may take up to three days to deliver.
- NO EXTRA STOCK WILL DELIVERED UNTIL THE PROMOTION HAS COMMENCED



Please find a full list of bar codes and images on the following pages.

We thank you for your support,




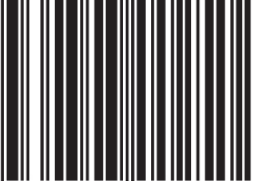
HWT Circulation

Marvel Ultimate Super Hero Collection

We have provided the images of all of the barcodes for the upcoming coin promotion to assist you in setting up your point of sale systems. Feel free to provide this to any of your look-a-likes that may find it beneficial.

Day	Coin Theme	Day, Date	Barcode Number	Barcodes
1	Spider-man + Collector's Album (FREE)	Sunday 24 th July	9330303002373	
2	Iron Man	Monday 25 th July	9330303002380	
3	Thor	Tuesday 26 th July	9330303002397	
4	Nick Fury	Wednesday 27 th July	9330303002403	

5	Ant Man	Thursday 28 th July	9330303002410	 9 330303 002410
6	The Avengers	Friday 29 th July	9330303002427	 9 330303 002427
7	Black Widow	Saturday 30 th July	9330303002434	 9 330303 002434
8	Captain America	Sunday 31 st July	9330303002441	 9 330303 002441
9	Hawk-eye	Monday 1 st August	9330303002458	 9 330303 002458

10	Guardians of the Galaxy	Tuesday 2 nd August	9330303002465	 9 330303 002465
11	Wasp	Wednesday 3 rd August	9330303002472	 9 330303 002472
12	Team Heroes	Thursday 4 th August	9330303002489	 9 330303 002489
13	Falcon	Friday 5 th August	9330303002496	 9 330303 002496
14	The Hulk	Saturday 6 th August	9330303002502	 9 330303 002502