



Nationwide News

Dear Agent,

The Daily Telegraph and The Sunday Telegraph are advocating the importance of reading with the “Squiffingly Good” Marvellous Roald Dahl Library. This 14 part collection brings readers Roald Dahl's mischievous and quirky world and is a great way to encourage children to find the joy in reading. Featuring classics like James and the Giant Peach, Danny the Champion of the World and Esio Trot adults and children alike won't be able to resist rediscovering their love of books.

We are returning to the normal procedure with this collection whereby day 1 offers readers a FREE book (The Twits) and Collector's Case with the purchase of The Sunday Telegraph on February 5. Then, there is a new book available each day for just \$2.60 each with the purchase of The Daily Telegraph and The Sunday Telegraph until February 18.

PLUS to surprise, delight and build excitement for this magical collection our readers will receive a free bookmark inserted in their copy of The Saturday Telegraph February 4.

The Marvellous Roald Dahl Library is part of Raise a Reader, our month long editorial education crusade advocating the importance of childhood literacy.

Please be aware that promotional product returns for the Marvellous Roald Dahl Library are audited and discrepancies identified will be debited back. *For full return information please see page 3.*

Timings:

- Advertising to promote the collection started in paper on January 22.
- The collection is on sale from Sunday, February 5 running through to Saturday, February 18.
- Day 1: Book 1 (The Twits) and Collector's Case FREE with purchase The Sunday Telegraph.
- Day 2-14: books \$2.60 with the purchase of The Daily Telegraph and/ or The Sunday Telegraph.

Redemption Mechanic:

- **Day 1** – Book 1 (The Twits) and Collector's Case FREE with token on Sunday, February 5.
- **Days 2 – 14:** new book \$2.60 with token from The Daily telegraph/ The Sunday on particular promotion day.
To collect book customers must either*;
 - Purchase The Daily Telegraph and/ or The Sunday Telegraph in-store and use that day's token plus \$2.60** to collect book.*
 - Present a valid token with \$2.60** at participating outlets to collect book (not necessarily the store the paper was purchased from).*

*One of these redemption mechanics MUST be honoured by participating agents.

** Token only, book FREE with purchase of the paper on day 1, 5/02/2017.

Executional Expectations:

- Your Point of Sale should have already arrived on a newspaper truck.
- Please be sure to position POS outside your store, and then along high traffic areas within your store to help elevate customers' awareness of the promotion.
- Please ensure you arrange a secure delivery point for the products.
- On delivery of merchandise - YOU MUST 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 contact your Area Customer Manager (ACM) for any assistance or 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 .

Title Specifics

Day	Date	Book order	BARCODE
1	Sunday 5 February	<i>The Twits</i>	9330303002663
2	Monday 6 February	<i>The Magic Finger</i>	9330303002687
3	Tuesday 7 February	<i>The Great Mouse Plot</i>	9330303002694
4	Wednesday 8 February	<i>James and the Giant Peach part 1</i>	9330303002700
5	Thursday 9 February	<i>James and the Giant Peach part 2</i>	9330303002717
6	Friday 10 February	<i>Marvellous Joke Book</i>	9330303002724
7	Saturday 11 February	<i>The Giraffe The Pelly And Me</i>	9330303002731
8	Sunday 12 February	<i>Fantastic Mr Fox</i>	9330303002748
9	Monday 13 February	<i>Mischief and Mayhem</i>	9330303002755
10	Tuesday 14 February	<i>Danny the Champion of the World part 1</i>	9330303002762
11	Wednesday 15 February	<i>Danny the Champion of the World part 2</i>	9330303002779
12	Thursday 16 February	<i>Splendiferous Quiz book</i>	9330303002786
13	Friday 17 February	<i>The Dahlmanac Fun Facts and Jokes</i>	9330303002793
14	Saturday 18 February	<i>Esio Trot</i>	9330303002670

Key information continues on the following pages:

Consumer Complaints

- Readers who would like to make a complaint / give feedback about Marvellous Roald Dahl Library should email promotions@news.com.au .
- Readers who don't have access to the internet can send a letter to:
The Daily Telegraph and The Sunday Telegraph Marketing Department
Level 3, 2 Holt Street
Surry Hills NSW 2010
- Alternate stockist lists are available – www.dailytelegraph.com.au/RoaldDahl .
- Please note no stock is held at the head office to send out to customers who are struggling to complete their collection.
- Please direct all enquiries to – www.dailytelegraph.com.au/RoaldDahl where customers can log a missing book request*.
- Please contact your local Area Customer Manager if you have any questions.

***NB** - "We will be in touch if we are able to fulfil requests". If available, items will only be fulfilled at the end of the campaign and time taken cannot be guaranteed.

Delivery of merchandise

- Deliveries will be performed over multiple drops. Please see detailed breakdown on next page.
 - Book 1 & collector's case (single box, 20 copies of each).
 - Books 2 - 8 will be delivered together (single box, 10 copies of each).
 - Books 9 - 14 will be delivered together (single box, 10 copies of each).

Distribution:

NSW - Delivery from Sydney

ITEM	ITEM WILL GO ON TRUCK	ITEM WILL BE RECEIVED BY NEWSAGENT WITH PAPER DELIVERY
# 1 + Collection Case	SUNDAY 29th + MONDAY 30th JANUARY	MONDAY 30th JANUARY + TUESDAY 31st JANUARY
# 2 - 8 (Ratio packed Book box)	TUESDAY 31st JANUARY + WEDNESDAY 1st FEBRUARY	Wednesday 1st + Thursday 2nd February
# 9 - 14 (Ratio packed Book box)	MONDAY 6th + TUESDAY 7th FEBRUARY	Tuesday 7th + Wednesday 8th FEBRUARY
EXTRAS	AS REQUIRED	48 hour turnaround

Northern NSW - Delivery from Brisbane

ITEM	ITEM WILL GO ON TRUCK	ITEM WILL BE RECEIVED BY NEWSAGENT WITH PAPER DELIVERY
# 1 + Collection Case	SUNDAY 29th + MONDAY 30th JANUARY	MONDAY 30th JANUARY + TUESDAY 31st JANUARY
# 2 - 8 (Ratio packed Book box)	TUESDAY 31st JANUARY + WEDNESDAY 1st FEBRUARY	Wednesday 1st + Thursday 2nd February
# 9 - 14 (Ratio packed Book box)	MONDAY 6th + TUESDAY 7th FEBRUARY	Tuesday 7th + Wednesday 8th FEBRUARY
EXTRAS	AS REQUIRED	72-96 hour turnaround

Subagents

- We have allocated supplies to Newsagents, Woolworths and selected IGA's.
- Please ensure you supply appropriate sub-agents in your territory.
- You are required to supply the supermarkets with the exact quantities indicated on the delivery forms.
 - Subagents will receive 7.5% commission for each book sold.
 - Supermarkets will receive 7.5% commission for each book sold.

Backorders

- Please contact the Newsagent Service Centre via phone on 1800 6397 00 (1800 NEWS 00), or via email at newsagents@news.com.au .
- Only phone and email orders will be accepted.
- All backorders must be placed by 11:00am each day*.
- Backorders cannot be decreased.
- Unsold backorder stock must be returned using the normal returns process.
- Backorders will only be honoured while stocks last.

**Anticipated turn around on backorders is 48 hours to all areas except for Northern NSW Newsagents which will have a maximum 96 hour turn around.*

Billing details

Please note that the collection of tokens is mandatory with NWN collectables and Promotional product **returns are audited and discrepancies identified will be debited back**. Ensure that when completing returns, the number of tokens collected reconciles with your supply and returns. Failure to do so may result in returns for premium stock being delayed, credit received differing from expected or not being credited at all.

The Newsagent commission applicable for these premium items is 15% of the retail price - 7.5% commission and 7.5% Distribution fee totalling 15%. Subagent commission applicable for these premium items is 7.5%.

Returns process

- Promotional product **returns are audited and discrepancies identified will be debited back**.
- Returns will be processed using the Online Portal from **Sunday, February 26, 2017**.
- Returns should be processed and confirmed through the portal by **Sunday, March 12, 2017** (closing date) - returns will NOT be accepted after this date.
- The web address is: www.news4newsagents.com.au and then follow the links to the 2017 Dahl Collection.
- Agents without access to iServices will need to contact the Newsagent Service Centre via phone on 1800 6397 00 (1800 NEWS 00), or via email at newsagents@news.com.au .
- As Woolworths are also participating in this promotion, please be advised that you will be required to collect and process their returns through the portal.
- Selected IGA's are also participating in this promotion, please be advised that you will be required to collect their returns.
- Returns will take place on your regular newspaper collection date from Monday 28 February
- Returns should be boxed and labelled "Attn News Corp driver" and each box should be less than 14kgs
- Please ensure you include a copy of your returns form/s with your returned stock

Invoicing (including commission)

- Billing for the Marvellous Roald Dahl Library is planned to be processed on the invoice dated **Sunday, March 26, 2017** .
- Please ensure you invoice any sub-agents at the completion of the promotion to ensure you have received payment prior to invoicing by News Corp Australia.
- You will be invoiced based on your net sales (supply less returns and adjustments).

Kind Regards,

Scott Rollings

General Manager NSW Logistics