

January 25, 2017

Herald SunGeelong **Advertiser****THE MARVELLOUS ROALD DAHL LIBRARY**

Dear Agent,

Over a 14-day period from Sunday, February 5 to Saturday, February 18, News Corp will offer a Roald Dahl book for \$2.60 each day with purchase of the masthead newspaper. We are confident that The Marvellous Roald Dahl Library will have families all over the country rediscovering their love for reading and exploring the mischievous, quirky and timeless world of Roald Dahl.

These 14 Roald Dahl books include classics like The Twits, Esio Trot, James and the Giant Peach, The Giraffe and the Pelly and Me and Fantastic Mr. Fox, as well as novelty books such as the Roald Dahl Dahlmanac, Joke Book and Quiz Book.

Day 1: The Twits and collectors case free with purchase of the Sunday Herald Sun. Please provide all customers who purchase the Sunday Herald Sun on February 5 with the FREE Twits book and Collector Case. This is a good way to expose them to the promotion and collecting the series.

Days 2 -14: Book for \$2.60 with purchase of the Herald Sun, Geelong Advertiser or Sunday Herald Sun.

For your customers to redeem their Roald Dahl book, they MUST purchase the abovementioned mastheads in-store with the book or present the relevant in paper token.

Title Specifics

DAY	DATE	BOOK TITLE	PRICE POINT
Sunday	5 Feb	The Twits + Collector's Case	FREE
Monday	6 Feb	The Magic Finger	\$2.60
Tuesday	7 Feb	The Great Mouse Plot	\$2.60
Wednesday	8 Feb	James and the Giant Peach, Part 1	\$2.60
Thursday	9 Feb	James and the Giant Peach, Part 2	\$2.60
Friday	10 Feb	Roald Dahl Marvellous Joke Book	\$2.60
Saturday	11 Feb	The Giraffe and the Pelly and Me	\$2.60
Sunday	12 Feb	Fantastic Mr. Fox	\$2.60
Monday	13 Feb	Mischief and Mayhem	\$2.60
Tuesday	14 Feb	Danny Champion of the World, Part 1	\$2.60
Wednesday	15 Feb	Danny Champion of the World, Part 2	\$2.60
Thursday	16 Feb	Roald Dahl Splendiferous Quiz Book	\$2.60
Friday	17 Feb	The Dahlmanac Fun Facts and Jokes	\$2.60
Saturday	18 Feb	Esio Trot	\$2.60

Allocation method:

Supplies for this promotion have been allocated to you based on your historical sales of these types of promotions.

Delivery schedule

Day	Metropolitan	Delivery Day	Delivery Date	Regional	Delivery Day	Delivery Date
Book 1 + collector Album	Special Delivery Vehicles	Mon - Wed	30/1-1/2	Via country edition trucks	Mon - Wed	30/1-1/2
Books 2-8	Special Delivery Vehicles	Mon - Wed	30/1-1/2	Via country edition trucks	Mon - Wed	30/1-1/2
Books 9-14	Special Delivery Vehicles	Mon - Wed	6/2-8/2	Via country edition trucks	Mon - Wed	6/2-8/2

Subagents

- We ask that you supply any other newsagency sub-retailers (lookalikes) in your territory.

POS Packs

- Your Point of Sale will be delivered on your newspaper trucks on week commencing Monday January 30
- Selected agents will have additional Point of Sale delivered via edition vehicles or via their local Area Customer Manager from Wednesday January 25.

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.

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 can access this via the updated News4Newsagents website.

The web address is: www.news4newsagents.com.au and then follow the links to the 2017 Roald Dahl Collection. You will also be able to access past promotional returns portals and iServices via www.news4newsagents.com.au

The online returns portal will open on **Sunday, 26th February 2017** and close **Sunday, 12th March 2017**. You will be required to have all returns entered in **before** the closure date.

If your store does not have internet access please fax through returns figures to be processed by the 1800 NEWS Team on 1300 352 898. Please ensure these are submitted by Sunday 12th March.

As Woolworths 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).

Invoicing is planned to occur on: **Sunday, 26th March, 2017**.

Extra Supply

- Please contact the 1800 News Team via phone on **1800 6397 00** (1800 NEWS 00), or via email at newsagents@news.com.au
- There is limited reserve stock available, and as such, replacement orders cannot be guaranteed and may take up to three day's to deliver.
- Note: Extras can only be ordered once initial supply has been received.

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

We thank you for your support,

Benjamin Keating

General Manager, Retail Sales & Marketing