

News Corp Australia

Tuesday, 21 February 2017

Dear Newsagent,

From **Saturday, 25 February**, News Corp will launch a consumer promotion to participating **Gold Coast and Northern New South Wales** newsagencies giving readers the opportunity to purchase two News Corp newspapers together at a special combo price. Timed to coincide with the start of the NRL, AFL and Super Rugby seasons, this promotion provides great value for your customers, and takes advantage of our readers' desire to get all of the latest news on their team.

Promotion summary:

The promotion will run for 5 weeks from **Saturday 25 February 2017 to Sunday 2 April 2017**.

The **Monday to Friday offers** available to readers are:

1. The choice of **any two** different publications from *The Courier-Mail*, *Gold Coast Bulletin* or *The Daily Telegraph* for only **\$2.50**
2. *The Australian* plus any one of *The Courier-Mail*, *Gold Coast Bulletin* or *The Daily Telegraph* for only **\$3.50**

The **Weekend Offers** available to readers are:

1. The choice of **any two** different publications from *The Courier-Mail*, *Gold Coast Bulletin*, *The Daily Telegraph*, *The Sunday Mail* or *The Sunday Telegraph* for only **\$4.00**
2. *The Weekend Australian* plus any one of *The Courier-Mail*, *Gold Coast Bulletin*, *The Daily Telegraph*, *The Sunday Mail* or *The Sunday Telegraph* for only **\$4.50**

See Appendix 1 below for an offer set-up checklist.

Promotion supported by:

A2 posters (as shown on the right)

A4 posters

SUPER Value Offer!
Kick start the footy season with all the latest

ANY TWO
MON - FRI **\$2.50** (SAVE FROM \$0.40)
WEEKEND **\$4.00** (SAVE FROM \$0.70)

Or choose **THE AUSTRALIAN** with any of the above
MON - FRI **\$3.50** (SAVE FROM \$0.30) | WEEKEND **\$4.50** (SAVE FROM \$1.20)

PLAY THE GAME, NOT YOUR TEAM. REGISTER NOW: COURIERMAIL.COM.AU/SUPERCOACH

CourierMail SundayMail Bulletin Daily Telegraph THE AUSTRALIAN WEEKEND AUSTRALIAN

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CourierMail SundayMail Bulletin Daily Telegraph THE AUSTRALIAN WEEKEND AUSTRALIAN

Bundle Sales Recording:

For this promotion, all bundle sales must be recorded and submitted on the manual claim forms attached with this letter. We recommend you set up hot keys for each of the different offers to make it easier when completing your claim form. We understand the complexity of this promotion, and thank you for your continued support. All claim forms must be completed and emailed back by **Thursday April 6 2017** to ensure that rebates are processed in a timely manner.

Invoicing:

Rebates will be calculated according to the data you provide on returned claim forms, and applied to your account for the **week ending April 16 2017**.

We would appreciate your assistance...

- Can you please **put up the POS elements to promote the offer** in store (e.g. front of store, newspaper display, counter etc.).
- **Create a secondary location for the newspapers each day** (preferably at the front of the store to attract passers by and again near the counter with the poster on display) to encourage impulse sales.
- **Mention the promotion to consumers** when they come in to make a purchase.

We thank you for your ongoing support for this campaign and ensuring the POS is utilised to drive engagement and sales.

Regards,

News Corp Retail Sales and Marketing

Appendix 1

Offer set-up checklist:

Monday to Friday Offers

1. Gold Coast Bulletin and The Courier-Mail \$2.50
2. Gold Coast Bulletin and The Daily Telegraph \$2.50
3. The Courier-Mail and The Daily Telegraph \$2.50
4. The Australian and Gold Coast Bulletin \$3.50
5. The Australian and The Courier-Mail \$3.50
6. The Australian and The Daily Telegraph \$3.50

Weekend Offers

1. Gold Coast Bulletin and The Courier-Mail (Saturday) \$4.00
 2. Gold Coast Bulletin and The Daily Telegraph (Saturday) \$4.00
 3. The Courier-Mail and The Daily Telegraph (Saturday) \$4.00
 4. Gold Coast Bulletin and The Sunday Mail \$4.00
 5. Gold Coast Bulletin and The Sunday Telegraph \$4.00
 6. The Sunday Mail and The Sunday Telegraph \$4.00
 7. The Weekend Australian and Gold Coast Bulletin \$4.50
 8. The Weekend Australian and The Courier-Mail \$4.50
 9. The Weekend Australian and The Daily Telegraph \$4.50
 10. The Weekend Australian and The Sunday Mail \$4.50
 11. The Weekend Australian and The Sunday Telegraph \$4.50
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