

July 12, 2017

Herald Sun**Geelong Advertiser**

Dear Agent,

Over a 15-day period from Saturday, July 22nd to Saturday, August 5th, News Corp will offer the Great Australian Storybook Collection for \$2.30 each day with purchase of the Herald Sun or Geelong Advertiser (Except for the first day's book, which is free!) This is an excellent opportunity to engage a wide range of consumers, create a shift in consumer behaviour and drive frequency of purchase.

Reading classic Australian storybooks is a rite of passage in a child's development, with stories capturing the hearts and minds of generations. In July 2017, News Corp will release 'The Great Australian Storybook Collection' for Australian children, so you can plant the seed and help them read.

Day 1: Possum Magic and collector's case free with purchase of the Herald Sun or Geelong Advertiser

Days 2 -15: Storybook for \$2.30 with purchase of the Herald Sun or Geelong Advertiser

For your customers to redeem their storybook, they MUST purchase the Herald Sun or Geelong Advertiser in-store with the storybook or present the relevant in paper token.

Title Specifics

Barcodes		Day	Date	Barcode	Price
2017 Great Australian Storybook					
Book 1 + Case	Possum Magic	Saturday	22nd July	9330303003028	Free
Book 2	Wombat Stew	Sunday	23rd July	9330303003035	\$2.30
Book 3	The Wonkey Donkey	Monday	24th July	9330303003042	\$2.30
Book 4	Piranhas don't eat Bananas	Tuesday	25th July	9330303003059	\$2.30
Book 5	Time for Bed	Wednesday	26th July	9330303003066	\$2.30
Book 6	I Went Walking	Thursday	27th July	9330303003073	\$2.30
Book 7	Wilfrid Gordon McDonald Partridge	Friday	28th July	9330303003080	\$2.30
Book 8	Pig The Pug	Saturday	29th July	9330303003097	\$2.30
Book 9	The Very Cranky Bear	Sunday	30th July	9330303003103	\$2.30
Book 10	There was an Old Lady / Mozzie	Monday	31st July	9330303003110	\$2.30
Book 11	This & That	Tuesday	1st August	9330303003127	\$2.30
Book 12	Tales from the Gum Tree	Wednesday	2nd August	9330303003134	\$2.30
Book 13	The Magic Hat	Thursday	3rd August	9330303003141	\$2.30
Book 14	Pig The Fibber	Friday	4th August	9330303003172	\$2.30
Book 15	Waltzing Matilda	Saturday	5th August	9330303003158	\$2.30

Allocation method:

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

Delivery schedule

Day	Metropolitan	Delivery Day	Delivery Date	Regional	Delivery Day	Delivery Date
Book 1 + collector Album	Special Delivery Vehicles	Mon - Wed	17/7-19/7	Via country edition trucks	Mon - Wed	17/7-19/7
Books 2-8	Special Delivery Vehicles	Mon - Wed	17/7-19/7	Via country edition trucks	Mon - Wed	17/7-19/7
Books 9-14	Special Delivery Vehicles	Mon - Wed	24/7-26/7	Via country edition trucks	Mon - Wed	24/7-26/7

Subagents

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

POS Packs

- Point of Sale will be delivered on your newspaper trucks as per below
- Country Agents: Friday July 14
- Metro Agents: FROM Monday July 17
- Selected agents will have additional Point of Sale delivered via post or via their local Area Customer Manager from Monday July 17

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.

Standard 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 Great Australian Storybook 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, 13rd August 2017** and close **Sunday, 27th August 2017**. You will be required to have all returns entered in **before** the closure date.

WW & IGA Returns Process

Newsagents and Distribution agents will be responsible for the collection of both Woolworths and IGA returns stock.

Woolworths stores have been advised that Storybook returns stock should be left out for drivers from Monday 14th August and clearly labelled "WW *Store Number* - Attention Newsagent Driver".

There is no need for distributors to enter these Woolworths returns into the returns portal.

IGA stores have been advised that Storybook returns stock should be left out for drivers from Monday 14th August and clearly labelled "IGA *Store Number* - Attention Newsagent Driver".

Newsagents and distributors **MUST** enter IGA returns into the returns 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, 10th September, 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 days to deliver.
- Note: Extras can only be ordered once initial supply has been received. Portal will be open to accept extras and shortages on 20th July

We thank you for your support,
Benjamin Keating

General Manager, Retail Sales & Marketing