

May 21, 2019

The Classic Adventures of Paddington Bear: The Complete Collection

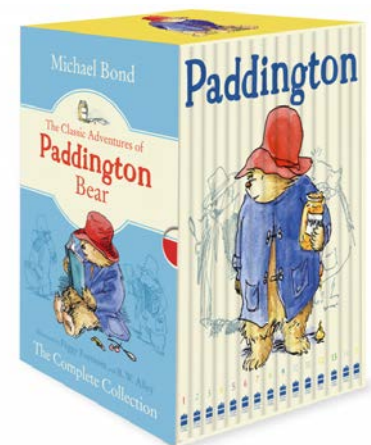
Dear Newsagent,

News Corp Australia is excited to announce that this June, the Herald Sun and Sunday Herald Sun will bring you **'The Classic Adventures of Paddington Bear' Collection!**

Our readers can collect the Paddington bear novels over a 15-day period from Sunday, **June 9th** to Sunday, **June 23th**. This is an excellent opportunity to engage a wide range of consumers, create a shift in consumption behaviour and drive frequency of purchase.

Day 1: First novel 'A Bear Called Paddington' and collector's case are **FREE** with purchase of the Herald Sun and Sunday Herald Sun.

Days 2 -15: Novels 2-15 are available for **\$2.80** (RRP incl. GST) with purchase of the Herald Sun and Sunday Herald Sun.



For your customers to redeem their Paddington novel, they **MUST** purchase the Herald Sun and Sunday Herald Sun in-store with the Paddington book or present the relevant in paper token.

You will receive **POS** from the **17th of May**. Please set up as soon as you receive POS.

Key Dates - Title Specifics

SUNDAY LAUNCH (NSW, VIC & QLD)					
DAY	TITLE	DOW	DATE	BARCODE	Price
1	A Bear Called Paddington	Sunday	9th June 2019	9780007977178	\$0.00
2	More About Paddington	Monday	10th June 2019	9780007977185	\$2.80
3	Paddington Helps Out	Tuesday	11th June 2019	9780007977192	\$2.80
4	Paddington Abroad	Wednesday	12th June 2019	9780007977208	\$2.80
5	Paddington at Large	Thursday	13th June 2019	9780007977215	\$2.80
6	Paddington Marches On	Friday	14th June 2019	9780007977222	\$2.80
7	Paddington at Work	Saturday	15th June 2019	9780007977239	\$2.80
8	Paddington Goes to Town	Sunday	16th June 2019	9780007977246	\$2.80
9	Paddington Takes the Air	Monday	17th June 2019	9780007977253	\$2.80
10	Paddington on Top	Tuesday	18th June 2019	9780007977260	\$2.80
11	Paddington Takes the Test	Wednesday	19th June 2019	9780007977277	\$2.80
12	Paddington Here and Now	Thursday	20th June 2019	9780007977284	\$2.80
13	Paddington Races Ahead	Friday	21st June 2019	9780007977291	\$2.80
14	Love from Paddington	Saturday	22nd June 2019	9780007977307	\$2.80
15	Paddington's Finest Hour	Sunday	23rd June 2019	9780007977314	\$2.80

Allocation method:

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

Delivery schedule

Day	Metropolitan	Delivery Day	Delivery Date	Regional	Delivery Day	Delivery Date
Book 1 + Case	Via delivery trucks	Mon - Wed	27-29/05/2019	Via normal country edition paper trucks	Mon	27/05/2019
Books 2-8	Via delivery trucks	Mon - Wed	27-29/05/2019	Via normal country edition paper trucks	Mon	27/05/2019
Books 9-15	Via delivery trucks	Mon - Wed	03-05/06/2019	Via normal country edition paper trucks	Mon	03/06/2019

Subagents

- We ask that you supply any other newsagency sub-retailers (lookalikes) in your territory. Further, please make sure to supply **Woolworth** and **IGA** stores with their stock by the latest Thursday morning **6th June**.

POS Packs

- You will start to receive Point of Sale from Friday May 17th. The POS will be delivered on your newspaper trucks. Please start putting up POS as soon as you receive it.
- Selected agents will have additional Point of Sale delivered via post or via their local Area Customer Manager from Friday May 17th.

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 the 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.
- Arrange POS so it is visible from outside the store (e.g. window), to attract more customers into the store and guide them along the path to purchase.
- Once arranged POS so it's visible from outside your store, position POS along high traffic areas within your store to help elevate customers' awareness of the promotion.
- Please contact your Area Sales 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

- Please ensure all your returns have been processed and confirmed through the online portal by the closing date, as any returns processed after this will not be considered.
- You can access this via www.news4newsagents.com.au and then follow the links to the Official 2019 'The Classic Adventures of Paddington Bear' Collection.
- The online returns portal will open on **Sunday 30th June, 2019** and close **Sunday 14th July, 2019**. You will be required to have all returns entered in **before** the closure date.

Returns process

- Please ensure all your returns have been processed and confirmed through the online portal www.news4newsagents.com.au before stock is returned
- Please Note: Checks will be conducted on returned stock vs claimed returns, so please ensure your counts are accurate as charges will apply if deemed to be over claiming.
- Please leave your **unsold books** out for collection with your normal newspaper returns in **Metro** area on Wednesday **17th July**, and in **Country** area week commencing **15th July**.

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 **28th July, 2019**.

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 two business 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 29th May.

Please contact your local Area Sales Manager or 1800 News 00 if you have any questions.

We thank you for your continued support!