

# News Corp Australia

Thursday, 12 December 2019

**RE: SUMMER BUNDLE SAVER including the following National, State and Regional mastheads:**

*The Australian / The Weekend Australian / Herald Sun / Sunday Herald Sun*

Dear Newsagent,

From Monday, 16 December, News Corp will launch a **consumer promotion** to participating **newsagencies** giving readers the opportunity to **purchase two News Corp newspapers together** at a **special combo price**. The promotion provides great value for your customers, and the opportunity for your store over the summer holidays to increase category sales over the 6 week promotional period.

**Promotion summary:**

The promotion will run for **6 weeks** from **Monday 16 December 2019 to Sunday 26 January 2020**.

During the campaign consumers can purchase two publications for a discounted amount saving them up to 36% on weekdays and 32% on weekend purchases.

**Promotion supported by:**

**A2 posters** (as shown on the right)

**A4 posters**



### Promotion setup instructions:

The offer will be automatically uploaded to your Blueshyft tablet and we recommend that you set up hotkeys for the offer, both for your accounting purposes and also as a cross check of the data that's going through.

**Please Note: It is a requirement that you complete each transaction on the Blueshyft tablet as it's happening rather than putting through all of your transactions in one go later in the day.**

### Invoicing:

Every effort will be made to ensure payment of rebates in a timely manner. We will endeavor to credit agents for the Bundle as per Blueshyfts normal fortnightly cycle.

### 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. **"Would you like to buy a newspaper today? Today, we've got a great deal on offer, where you can purchase both *The Australian* AND *the Herald Sun* together for ONLY \$3.80/\$4.80."**

### Contact

Please call your local area manager or our contact centre on **1800 639 700** if you have any problems or questions.

For any technical queries you can contact the **Blueshyft customer service line on 1800 817 483**.

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

**Regards,**

**RETAIL SALES AND MARKETING TEAM**

**NEWS CORP AUSTRALIA**