

Christmas Advertising

UNTIL THE 25TH DEC



GETTING YOUR STORE READY FOR CHRISTMAS



HAM ORDERING POSTER

All stores should already have received the Christmas Ham and Trading Hours Posters.

Any store requiring more should contact: advertising@igatas.com.au

Please display your store's trading hours on the poster and place at front of store.

Shoppers will need to know you have a great value Christmas ham and this is the best way to show them you have it available in store.



CHRISTMAS TRADING HOURS

Product & Price Posters will change to the Christmas theme from 17/11/2021.

Stores will receive these in their POS packs or they are available to download online at: igatas.com.au/merchandise

CHRISTMAS PRODUCT AND PRICE POSTERS



EXAMINER CHRISTMAS A

Prom 49 - 01/12/2021	WEDNESDAY 01/12/2021	THURSDAY 02/12/2021	FRIDAY 03/12/2021	SATURDAY 04/12/2021
	Standard (4P) as Normal and Extended			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 50 - 08/12/2021	WEDNESDAY 08/12/2021	THURSDAY 09/12/2021	FRIDAY 10/12/2021	SATURDAY 11/12/2021
	Standard (8P) and Extended (12P) Catalogues to carry			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
2 Week Promotion 51/52 - 15/12/2020 & 22/12/2021	WEDNESDAY 15/12/2021	THURSDAY 16/12/2021	FRIDAY 17/12/2021	SATURDAY 18/12/2021
	Standard (8P) and Extended (12P) Catalogues to carry Extra 4 Pages -			
		2X MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
	WEDNESDAY 22/12/2021	THURSDAY 23/12/2021	FRIDAY 24/12/2021	SATURDAY 25/12/2021
	Standard (8P) and Extended (8P) Catalogues - Catalogues to carry			
	MEDIUM STRIP 	2X MEDIUM STRIP 	HALF PAGE + MEDIUM STRIP  <i>Christmas Eve!</i>	<i>Christmas Eve!</i>
Prom 01 - 29/12/2021	WEDNESDAY 29/12/2021	THURSDAY 30/12/2021	FRIDAY 31/12/2021	SATURDAY 01/01/2022
	Standard and Extended will both be 4 pages			
		HALF PAGE 	HALF PAGE + MEDIUM STRIP  <i>New Years Eve!</i>	<i>New Years Eve!</i>
Prom 02 - 05/01/2022	WEDNESDAY 05/01/2022	THURSDAY 06/01/2022	FRIDAY 07/01/2022	SATURDAY 08/01/2022
	Standard (4P) and Extended (8P) Catalogues to carry			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 

ADVERTISING SCHEDULE

04/12/2021	SUNDAY 05/12/2021	MONDAY 06/12/2021	TUESDAY 07/12/2021
(12P) Catalogues - 4/12 until 10/12/2019			
M STRIP 	FULL PAGE 		
11/12/2021	SUNDAY 12/12/2021	MONDAY 13/12/2021	TUESDAY 14/12/2021
to carry Extra 4 Pages each - 08/12 until 14/12/2021			
M STRIP 			
18/12/2021	SUNDAY 19/12/2021	MONDAY 20/12/2021	TUESDAY 21/12/2021
Catalogues run for 2 weeks - 15/12/2021 until 28/12/2021 (1st of 2 weeks)			
M STRIP 	HALF PAGE 		MEDIUM STRIP 
25/12/2021	SUNDAY 26/12/2021	MONDAY 27/12/2021	TUESDAY 28/12/2021
run for 2 weeks - 22/12/2021 until 28/12/2021 (2nd of 2 weeks)			
<i>Christmas Day!</i>	MEDIUM STRIP  <i>Boxing Day!</i>		
01/01/2022	SUNDAY 02/01/2022	MONDAY 03/01/2022	TUESDAY 04/01/2022
e Catalogues - 29/12/2021 until 04/01/2022			
<i>New Year's Day!</i>			
08/01/2022	SUNDAY 09/01/2022	MONDAY 10/01/2022	TUESDAY 11/01/2022
logues as Normal - 05/01 until 11/01/2022			
M STRIP 			

Pictured press page are suggestive only. Products, number of products and style may change.

Christmas Promotion

Item & Price Point of Sale

- A4 and A3 Posters

Christmas themed Traditional Media

- Press Pages
- Catalogues

Christmas TV Item & Price Commercials

- 1x Grocery 15sec 2 products
- 1x Grocery 30sec 5 products
- 1x Fresh 15sec 2 products
- 1x Southern Heritage Half Leg Ham 15sec
- Wednesday to Monday weekly

Radio

- Triple M & Hit100.9 in Hobart,
- Chilli FM Launceston and North East, 7XS, SeaFM Devonport and Burnie.
- 2x Commercials with 4 Products each week

Digital

- Email marketing to IGA subscribers
- Social media through Facebook, YouTube, Google and Instagram
- Streaming video on Catch-up TV & Live

Catalogue

2 week Catalogue

Starting 15/12/2021 Finishing 28/12/2021

No Catalogue printed or delivered in the second week

First Catalogue Prom 1 - 29/12/2021

(4 pages for all Stores)



**Christmas
POS In-store**
to go up from
17/11/2021
taken down
28/12/2021

FOR MORE INFORMATION OR ADDITIONAL POINT OF SALE CONTACT:

The Advertising department at advertising@igatas.com.au

or call the office on 6391 0200