

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 25/11/2020.

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



MERCURY CHRISTMAS AD

Prom 49 - 02/12/2020	WEDNESDAY 02/12/2020	THURSDAY 03/12/2020	FRIDAY 04/12/2020	SATURDAY 05/12/2020
	Standard (4P) as Normal and Extended			
		2X MEDIUM STRIP	MEDIUM STRIP	MEDIUM STRIP
Prom 50 - 09/12/2020	WEDNESDAY 09/12/2020	THURSDAY 10/12/2020	FRIDAY 11/12/2020	SATURDAY 12/12/2020
	Standard (8P) and Extended (12P) Catalogues			
		2X MEDIUM STRIP	MEDIUM STRIP	MEDIUM STRIP
Prom 51 - 16/12/2020 & 23/12/2020	WEDNESDAY 16/12/2020	THURSDAY 17/12/2020	FRIDAY 18/12/2020	SATURDAY 19/12/2020
	Standard (8P) and Extended (12P) Catalogues to carry Extra 4 Pages - C			
		2X MEDIUM STRIP	MEDIUM STRIP	FULL PAGE
Prom 52 - 23/12/2020	WEDNESDAY 23/12/2020	THURSDAY 24/12/2020	FRIDAY 25/12/2020	SATURDAY 26/12/2020
	Standard (8P) and Extended (8P) Catalogues - Catalogues r			
	HALF PAGE	FULL PAGE		MEDIUM STRIP
Prom 53 - 30/12/2020	WEDNESDAY 30/12/2020	THURSDAY 31/12/2020	FRIDAY 01/01/2021	SATURDAY 02/01/2021
	Standard and Extended will both be 4 pag			
	MEDIUM STRIP	HALF PAGE		MEDIUM STRIP
Prom 54 - 06/01/2021	WEDNESDAY 06/01/2021	THURSDAY 07/01/2021	FRIDAY 08/01/2021	SATURDAY 09/01/2021
	Standard (4P) and Extended (8P) Cata			
		MEDIUM STRIP	MEDIUM STRIP	FRONT P

ADVERTISING SCHEDULE

05/12/2020	SUNDAY 06/12/2020	MONDAY 07/12/2020	TUESDAY 8/12/2020
(I2P) Catalogues - 4/12 until 10/12/2019			
M STRIP 	FULL PAGE 		
12/12/2020	SUNDAY 13/12/2020	MONDAY 14/12/2020	TUESDAY 15/12/2020
to carry Extra 4 Pages each - 11/12 until 18/12/2019			
M STRIP 			
19/12/2020	SUNDAY 20/12/2020	MONDAY 21/12/2020	TUESDAY 22/12/2020
Catalogues run for 2 weeks - 16/12/2020 until 29/12/2020 (1st of 2 weeks)			
L PAGE 	HALF PAGE 		MEDIUM STRIP 
26/12/2020	SUNDAY 27/12/2020	MONDAY 28/12/2020	TUESDAY 29/12/2020
run for 2 weeks - 23/12/2020 until 29/12/2020 (2nd of 2 weeks)			
M STRIP 			
g Day!			
02/01/2021	SUNDAY 03/01/2021	MONDAY 04/01/2021	TUESDAY 05/01/2021
e Catalogues - 30/12/2020 until 05/01/2021			
M STRIP 			
09/01/2021	SUNDAY 10/01/2021	MONDAY 11/01/2021	TUESDAY 12/01/2021
logues as Normal - 06/01 until 12/01/2021			
AGE STRIP 			
M STRIP 			

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

EXAMINER CHRISTMAS A

Prom 49 - 02/12/2020	WEDNESDAY 02/12/2020	THURSDAY 03/12/2020	FRIDAY 04/12/2020	SATURDAY 05/12/2020
	Standard (4P) as Normal and Extended			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
Prom 50 - 09/12/2020	WEDNESDAY 09/12/2020	THURSDAY 10/12/2020	FRIDAY 11/12/2020	SATURDAY 12/12/2020
	Standard (8P) and Extended (12P) Catalogues			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
2 Week Promotion 51/52 - 16/12/2020 & 23/12/2020	WEDNESDAY 16/12/2020	THURSDAY 17/12/2020	FRIDAY 18/12/2020	SATURDAY 19/12/2020
	Standard (8P) and Extended (12P) Catalogues to carry Extra 4 Pages - C			
		2X MEDIUM STRIP 	2X MEDIUM STRIP 	FULL PAGE 
	WEDNESDAY 23/12/2020	THURSDAY 24/12/2020	FRIDAY 25/12/2020	SATURDAY 26/12/2020
	Standard (8P) and Extended (8P) Catalogues - Catalogues r			
	HALF PAGE 	Christmas Eve! FULL PAGE 	Christmas Day! 	MEDIUM STRIP  Boxing Day!
Prom 01 - 30/12/2020	WEDNESDAY 30/12/2020	THURSDAY 31/12/2020	FRIDAY 01/01/2021	SATURDAY 02/01/2021
	Standard and Extended will both be 4 pag			
	MEDIUM STRIP 	New Years Eve! HALF PAGE 	New Years Day! 	MEDIUM STRIP 
Prom 02 - 06/01/2021	WEDNESDAY 06/01/2021	THURSDAY 07/01/2021	FRIDAY 08/01/2021	SATURDAY 09/01/2021
	Standard (4P) and Extended (8P) Cata			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 

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M STRIP 			

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ADVOCATE CHRISTMAS A

Prom 49 - 02/12/2020	WEDNESDAY 02/12/2020	THURSDAY 03/12/2020	FRIDAY 04/12/2020	SATURDAY 05/12/2020
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		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
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	Standard (8P) and Extended (12P) Catalogues t			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 
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	Standard (8P) and Extended (8P) Catalogues - Catalogues r			
	HALF PAGE 	Christmas Eve! FULL PAGE 	Christmas Day! 	MEDIUM STRIP  Boxing Day!
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	Standard and Extended will both be 4 pag			
	MEDIUM STRIP 	New Years Eve! HALF PAGE 	New Years Day! 	MEDIUM STRIP 
Prom 02 - 06/01/2021	WEDNESDAY 06/01/2021	THURSDAY 07/01/2021	FRIDAY 08/01/2021	SATURDAY 09/01/2021
	Standard (4P) and Extended (8P) Cata			
		MEDIUM STRIP 	2X MEDIUM STRIP 	MEDIUM STRIP 

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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

- HOFM, 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 and Instagram
- Streaming video on Catch-up TV

Catalogue

2 week Catalogue

Starting 16/12/2020 Finishing 29/12/2020

No Catalogue printed or delivered in the second week

First Catalogue Prom 1 - 30/12/2020

(4 pages for all Stores)



**Christmas
POS In-store**
to go up from
25/11/2020
taken down
29/12/2020

FOR MORE INFORMATION OR ADDITIONAL POINT OF SALE CONTACT:

The Advertising department at advertising@igatas.com.au

or call the office on 6391 0200