

# 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](mailto: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](http://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 to			
		2X MEDIUM STRIP 	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 	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 	MEDIUM STRIP 	FRONT PAGE 

# ADVERTISING SCHEDULE

05/12/2020	SUNDAY 06/12/2020	MONDAY 07/12/2020	TUESDAY 8/12/2020
(12P) 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
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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
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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](mailto:advertising@igatas.com.au)

or call the office on 6391 0200