



\$20 Spend Offer for Your Customers

News Corp Australia

Dear IGA Managers and Staff,

We're very excited to be partnering with Tasmanian Independent Retailers to offer your customers a bonus Newspaper* when they spend \$20** or more (in one transaction) at your participating IGA stores in Tasmania. This promotion has been developed and will be running for the duration of:

✓ Wednesday 30th October 2019 to Tuesday 26th November 2019

We're proud to be able to offer you and your customers this promotion. It's with great confidence that with our combined efforts in store, it will make this a very successful promotion and pave the way for continued joint ventures in the future.

Some aspects to note are:

- ✓ We will be providing your store with a range of promotional material for added support.
- ✓ Your store will be supplied with additional newspapers for the duration of this promotion.
- ✓ During the promotion(s) ALL participating newspapers will be invoiced at 50% of the retail cover price – 7 days per week. No data is required to generate a rebate.

Our NewsCorp Area Sales Managers will be in contact with your store over the coming weeks to offer any assistance where possible.

Thank you for your support !

Michael Price | Circulation Sales Manager

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* Included Newspapers are:

- ✓ The Hobart Mercury
- ✓ The Sunday Tasmanian
- ✓ The Herald Sun (Weekday and Weekend)
- ✓ The Australian (Weekday and Weekend)
- ✓ Regional Mastheads

** Transaction excludes:

- ✓ Cigarettes and Tobacco items
- ✓ ePay items

