

IGA- THE MERCURY \$30 SPEND OFFER

Dear IGA Managers and staff,

We're very excited to be partnering with Tasmanian Independent Retailers to offer your customers a bonus Mercury newspaper when they spend \$30 or more at IGA stores in Tasmania. Your Board has worked with the Mercury team to develop this offer so your customers can receive a free newspaper from Monday 6th May to Sunday 19th May.

This is a first for the Mercury / News Corp Australia and IGA's in Tasmania and we are confident that your efforts will make this a very successful promotion and pave the way for many more joint offers into the future.

Please note:

- This promotion will be supported with a \$30K in-paper advertising campaign from the Mercury.
- We will be providing your store with a range of promotional material for support.
- Your store will be supplied with additional newspapers for the duration of this promotion.
- The Mercury will invoice Tasmanian Independent Retailers half the wholesale rate for newspapers supplied during this promotion.
- This type of promotion has been successful for News Corp and IGA's in other states.
- This promotion is opt out, please advise myself or discuss with your Mercury Customer Manager if you do not wish to participate.

Our Mercury Customer Manager's 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

E michael.price@news.com.au

P 6230 0698

M 0400 065 694



BONUS PAPER

when you spend
\$30 or more

Exclusive to participating IGA Supermarkets

Available Monday 6th - Sunday 19th May

IGA | **MERCURY** | **Sunday TASMANIAN** | *We're for you*

Offer is available 06/05/2019 - 19/05/2019 (inclusive) Exclusive to participating IGA Supermarkets in TAS only, while stocks last. One copy of the Mercury (\$1.70) Saturday Mercury (\$2.40) or Sunday Tasmanian (\$2.50) per transaction. Offer available on all purchases of \$30.00 or over, excluding the value of the bonus paper, fuel, cigarettes, tobacco, tatts/lotto and Australia Post products. See in store for full terms and conditions.

MERCURY | **Sunday TASMANIAN** | *We're for you*