

Monday, 3 February 2020



Dear Retailer,

**Cover price rise for The Herald Sun (Monday to Friday)  
Effective from: Monday 10<sup>th</sup> February 2020**

I am writing to advise you of an increase +\$0.10 to \$2.00 to the standard weekday cover price of The Herald Sun effective **Monday 10th February 2020**. The changes are:

The Herald Sun M-F	Retailer
New Cover Price	\$2.00
Less; Retail Commission (12.5%)	\$0.25
Add; Freight (if applicable)	\$0.00
New Price to Account	\$1.75

\*Note: All values shown include GST. Retail commission is a percentage of the cover price;

We ask that you notify customers of the price change and ensure your systems are updated on the effective date to reflect these changes.

We thank you for your continued support and look forward to continuing to partner with you in driving new sales opportunities.

If you have any questions, please contact us directly:

Via email: [newsagents@news.com.au](mailto:newsagents@news.com.au)

Via phone: 1800 639 700, open weekdays 6am to 5pm AEST

Via your Area Sales Manager or Area Logistics Manager

Kind Regards,

A handwritten signature in black ink, appearing to read "Steve Portas".

Steve Portas  
General Manager Circulation Operations