

ATTENTION: All Newsagents
SENDER: Circulation and Newspaper Sales
DATE: Monday 4 May 2010
SUBJECT: Norah Jones CD for only \$3.00

Dear Newsagent,

This **Saturday the 8th of May 2010**, The Age will be offering readers the new Norah Jones Album (The Fall) with any retail purchase for just \$3.00.

Norah Jones is an American singer-songwriter, pianist, keyboardist, guitarist, and actress... She has received eight Grammy Awards and sold more than 37 million records worldwide.

Promotion details:

- CD will be \$3 with any retail purchase of The Age
- The promotion will run Saturday 8 MAY 2010
- Newsagents will be paid 25% commission for every CD sold.
- Metro Agents: Will receive their allocation with the A2 delivery on Friday 7 May 2010.
- Country Agents: Will receive their allocation with Friday's Age delivery on 7 May 2010.
- Your point of Sale for this promotion will arrive Thursday the 6 May 2010, please pass on to your subagents and encourage to display.
- Recall date for any unsold copies will be the 17 May 2010:
 - All Metro Agents, copies will be collected by your Sales Executive.
 - All Country Agents, copies will need to be returned in the Reply paid envelope provided.
- Please advise your staff and general retailers to use the following information and update your systems where necessary.

PUB CODE	DAY	BARCODE	CHARGE inc gst	N/A COMMISSION inc gst	RETAIL PRICE inc gst
PRV	SAT	793573738691	\$2.25	\$0.75	\$3.00

- The following barcode has been attached for your convenience.



If you do not receive your allocated supply of CD's or have any further enquiries on this promotion please contact our supply and administration team on 132301

Yours Sincerely,

James Rodrigues
Retail Newspaper Sales Manager
Circulation and Newspaper sales