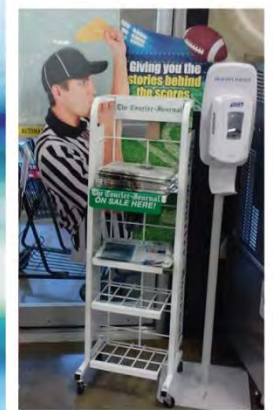


PARTNERSHIPS & MERCHANDISING

Driving Purchase, Visibility and Revenue



Merchandising: Self-Assessment

- ☐ Are we utilizing our allocated resources effectively?
- ☐ Do we understand buying patterns in our markets?
- ☐ Is our POS signage effective?
- ☐ Do we execute flawlessly?
- ☐ Do we ensure our display units are maintained as 'mini-billboards' of our product?
- ☐ Do we perform routine merchandising field assessments to pinpoint opportunities?



If you've answered "NO" to any of the
questions...

you have work to do!



Merchandising to the Shopper

Here's Why It's Important:

- ❑ 76% of purchase decisions are made in-store (grocery store)
- ❑ 82% of purchase decisions are made in-store (mass merchants)
- ❑ Consumers are shopping inside a c-store for only about 2.5 minutes
- ❑ It takes just 3 seconds to make an impact in store



Merchandising to the Shopper

Here's Why It's Important:

- ❑ Estimated impulse buys is 16% daily and 8% Sunday
- ❑ **Displays have a huge untapped potential to drive unplanned purchases in-store**
- ❑ Consumers are hit with 3,000 messages everyday from all marketing channels



The Good & Not So Good!

Multiple
messaging; is this
too much?

Mobility to maximize
sales at various
checkout lanes



Prime Product
Placement &
positioning

POS Signage & Messaging NOISE

Colorful

Stay SIMPLE

Design to catch the eye



Few words

Trigger the purchase

A newspaper clipping featuring a large photo of Derek Jeter and the text "COMMEMORATIVE Derek Jeter Feature".

COMMEMORATIVE
Derek Jeter
Feature

INSIDE SUNDAY

A newspaper clipping featuring two basketballs and the text "SWEET REPEAT UK vs UOFL — NCAA SWEET 16".

The Courier-Journal
SWEET REPEAT
UK vs UOFL — NCAA SWEET 16

• CHEER CARDS • PLAYER CARD PAGES
SPECIAL SECTION INSIDE FRIDAY

POS Signage & Messaging NOISE

Complex & TOO busy – *guaranteed to be ignored*

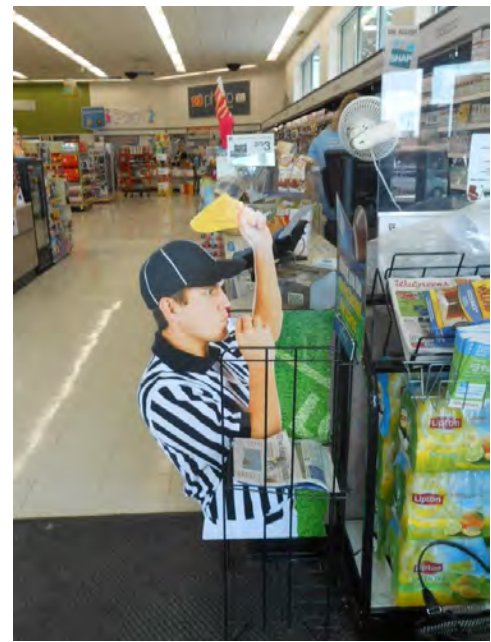
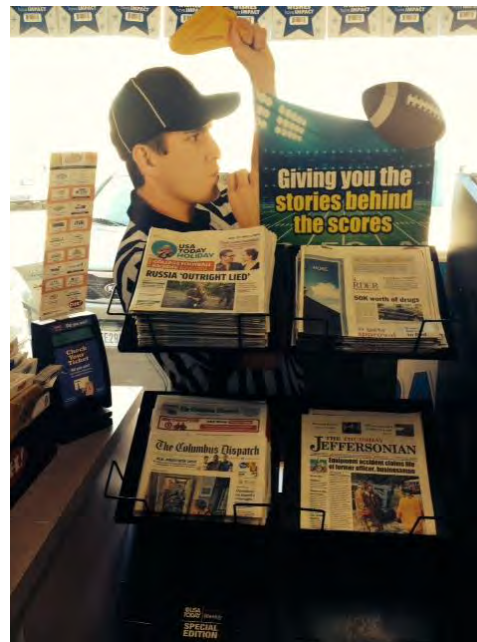
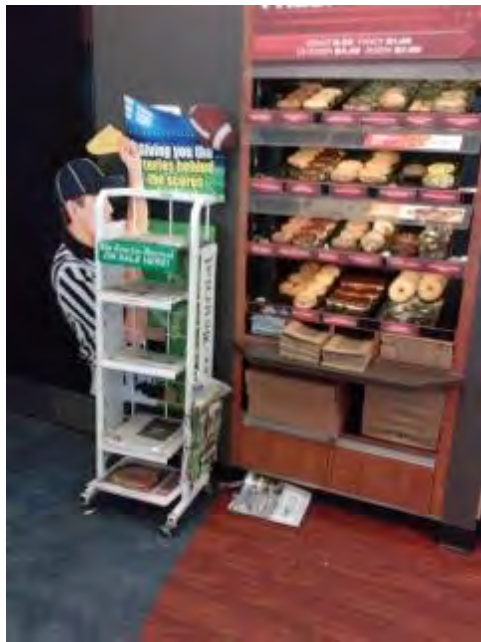
More is not better!



Stop wasting your money!

Visual Merchandising: Sports Content/Football POP

- Visually appealing in-store displays get customer's attention
- Displays with curved edges are more effective in engaging shoppers
- Faces printed on POP drives appeal and empowers the design



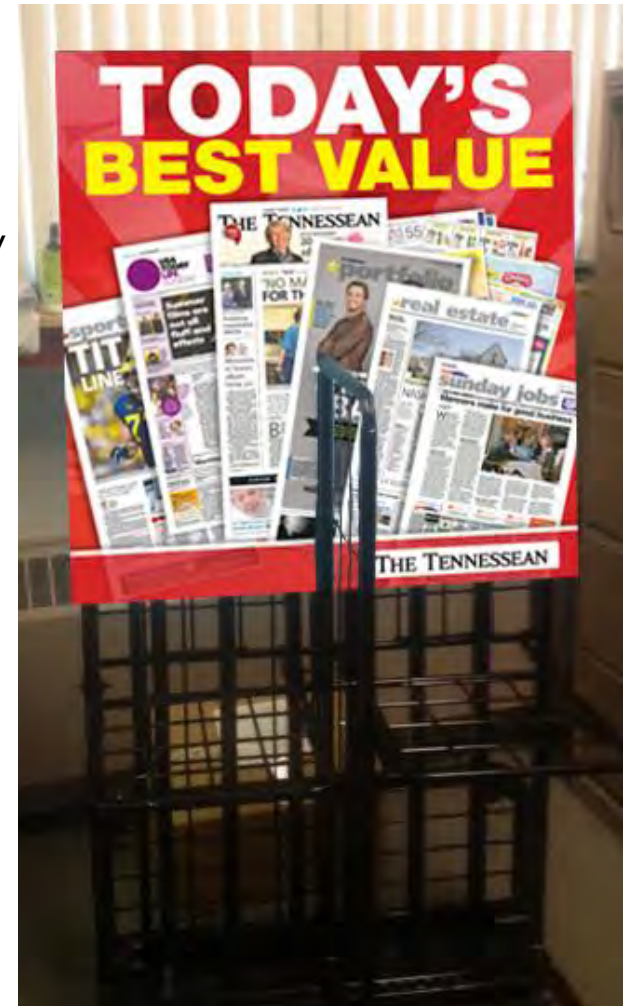
Visual Merchandising: Display Promotional Wraps

❑ Use of color/graphics help buyers connect to your product / grab attention!



Pensacola's **HEADLINER**: Walmart Sales On The Rise

- Display and positioning at eight (8) area Walmart stores was standardized.
- These quad displays are supported with large permanent signage “Headliners” and Sunday merchandisers who visit the stores multiple times.
- Sunday sales are currently averaging +6%, with escalating gains running as high as +20%.



“red and yellow signage can draw shoppers’ attention”

Albertsons & Dallas Morning News Video Display Program

- Placed video monitor displays in 51 Albertsons on May 12.
- Placement of these displays near Uscan or main register (depending on store size)
- DMN & Albertsons share the video messaging
- Albertsons has option to use 2 of the 4 shelves to promote their item (s) of choice
- +7.1% Sunday increase over base sales (April 2014). Other chains -8.5% decline over that same time period.



Albertsons & Dallas Morning News Video Display Program



- **13 week promotion** starting 9/28
 - Albertsons & North Texas Food Bank
 - The video display will be used as part of the promotion
 - Clear panels with POP
 - 90-second video created featuring audio and video from the N TX Food Bank's CEO.
- **Eight (8) 7-Eleven stores secured with this same display.**

Visual Merchandising: Holidays

- ☐ How many retailers would you let merchandise like this?
- ☐ Driving customer engagement
- ☐ Merchandising responsibility to stores



Thanksgiving Day Sales: Retailer Contests / Merchandising



- Benefits of strong partnership with Frye's in Phoenix, AZ
- Holidays, Big Sundays
- Store managers, personnel highly involved in pushing the sale
- In-store competition with Visa Cards rewards
- Creative displays recognition / texting

Thanksgiving Day Sales: Retailer Contests / Merchandising

This strategy helps newspaper with merchandising focus



Stik-It-Note Promotions

- Provide added to single copy readers
- Entry point for longer-term partnerships
- Sales avenue for non-traditional retailers
- Prominent placement / front-page
- Best approach.. FREE without additional purchase
- Meet or exceed retail value of the newspaper
- Supported by various promo channels to drive impulse sales
- Redemption rates & incremental sales

Retailer POP



Ft. Myers, FL Dunkin Donuts Stik-It-Promotion



Program Overview

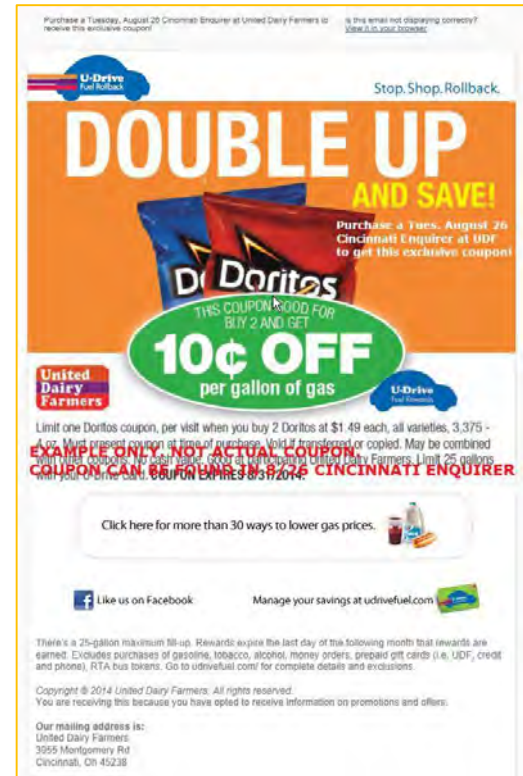
- Post-It Note coupon for free donut on single copy papers on Sunday, 2/3.
- Coupon valid at 12 participating stores through Thursday, 2/28.
- Sunday, 2/3 sales: Improved trend line by 4.5% .
- Coupon redemptions: Collected over 524 coupons. Average of 24 coupons per store.
- *Lessons Learned: Should reduce the redemption window to within one week*



UDF, Double Up & Save Stik-it



Email blast to U-Drive Customers



Compared to 2013, **Monday sales** improved by +1.9 percentage points with **Tuesday's** improvement by +1.6 percentage points. Promotion channels: UDF email blast / in-store POP

Non-Traditional Retailers & Stik-its

Smaller markets' success stories



- Get a free hot coffee and cherry or apple pie with coupon in the Sunday newspaper.
- The value for the free offer was \$2.59 compared to the \$1.00 newspaper cover price.
- Redeemed 292 coupons during three Sundays.

- Get a free cheeseburger with coupon in Sunday paper
- 419 coupon redeemed.
- All McDonalds in market participated in promotion

Go on
grab some,
FOR FREE!

Get a coupon for a free **cheeseburger** in this
Sunday's Pacific Sunday News.

**FREE
Cheeseburger**

Net proceeds of the Pacific Daily News
at McDonald® of Guam go to the
Ronald McDonald House Charities®
of Hawaii.

*Available at all locations.
Good only for Sunday, March 9, 2014.
Valid during hours served.

Pacific Sunday News

Pay raise bill passes

Senators appropriate \$7M for amended salary plan

New Acquisition Success: Menards



Wisconsin Markets: Twelve (12) secured in July 2014 spread throughout the Marshfield, Stevens Point, Green Bay, Manitowoc, Appleton, Oshkosh, Fond du Lac, and Sheboygan markets.

Avg sales per location: 4 on Saturday & 18 on Sunday.



Partnership: Aldi & Atlanta Journal Constitution



- ☐ Non-traditional Sunday retailer, including Saturday Bulldog
- ☐ Custom Panels w/ retailer logo and messaging
- ☐ Money Box
- ☐ Wheels on Display
- ☐ 36 locations; 13 avg sales per store



A HOME RUN! in Westchester, NY

- Combo Sales Opportunity
- Sunday Edition & USA TODAY Derek Jeters Special Edition
- Sales initiative coinciding with last games of regular season and Jeter's retirement.
- \$5.00 combo / \$6.95 sold separately
- Temporary floor displays with secondary positions
- Targeting 20 retailers each Sunday in September.
- Averaging 133 combo sales each Sunday



Unique Partnership Approaches – Nontraditional Vendors

Kroger - Hershey



Circle K - Pepsi



- Retailers' vendor partners for bundled offer
- Store merchandising solutions & challenges
- Retailers' social media avenues
- *Lessons Learned: Deeper discount to drive incremental sales*

Kroger, Coca-Cola & Kentucky Speedway Partnership



RACE TO SAVINGS

Purchase **The Sunday Enquirer** and a **Coke Sixer** and **GET \$12 OFF** a Kentucky Speedway Tower Ticket
OFFER CODE ON RECEIPT

\$3.99 ONLY
WITH YOUR ENQUIRER
PAID CASH

Kroger

THE SUNDAY ENQUIRER

Quaker State 400
JUNE 28, 2014
KENTUCKY SPEEDWAY

Offer valid Sunday, May 18 – Sunday, June 22, 2014. While supplies last.
A Coke Sixer sold separately is \$2.69 - \$2.99, which includes \$12 OFF a Kentucky Speedway Tower Ticket to the Quaker State 400.

- ☐ Three partners: Kroger, Coca-Cola and Kentucky Speedway
- ☐ Unique positioning of bundled deal
- ☐ Targeted retailer that crossed various markets
- ☐ Strategy to avoid discounting by newspaper
- ☐ Store level execution: good & bad

Kroger, Coca-Cola & Kentucky Speedway Partnership

- ❑ Cross-merchandise as much as possible away from newspaper display

Cross-Merchandising @pre-checkout



@Coke Aisle



Pacific Daily News (Guam): Serving Up Combo Sales



- Wendy's local breakfast platters and the Pacific Daily News for \$3.85.
- Daily sales at 258 per day (4 locations).
- Sunday Sales averaging 293 sales.



Community Outreach Promotional Model

One Meal Campaign

- ❑ Meal donated for every Sunday copy sold
- ❑ Side panels on displays used to promote program
- ❑ Multiple positioning points
- ❑ Sunday Extended Sales
- ❑ Promotional campaign: ROP ads, social media, signage at the Food Banks and in stores with rolling donation totals, flyers, cashier buttons, etc.



TICKLED PINK

to Help Fight
Breast Cancer

FREE PINK DONUT

with the purchase of
The Asbury Park Press.



APP.com ASBURY PARK PRESS
THE PRESS
A Division of Chartwell

Asbury Park (NJ) & Dunkin' Donuts Promotion:

- Pink Donut Promotion runs during Breast Cancer Month
- Portion of sale donated to the Susan G. Komen Foundation
- Attract restaurants that don't normally sell
- ROP ads
- Temporary displays & POS Extended sales at the non-permanent locations through Thanksgiving

Raising awareness, raising hope.

The Asbury Park Press and Dunkin' Donuts® have partnered to support the Susan G. Komen Race for the Cure in the fight against breast cancer.



Visit a participating
Dunkin' Donuts® store in
Ocean or Monmouth County NJ
in October and receive a

FREE PINK DONUT

with the purchase of The Asbury Park Press.

Available at participating Dunkin' Donuts® stores
in Monmouth and Ocean County NJ.

<p>COUPON</p> <p>\$9.99 plus tax</p> <p>2 Dozen Donuts</p> <p><small>Expires Oct. 15, 2012. Limit one coupon per customer per visit. Coupon must be presented at time of purchase. Offer valid only at participating Dunkin' Donuts® stores. Coupon is subject to change without notice. Coupon may not be combined with any other coupon. Coupon is void where prohibited or restricted by law. Coupon may not be applicable to all locations. © 2012 Dunkin' Donuts, Inc. All rights reserved.</small></p> <p>PLU # 2636 5 81334 00062 6</p>	<p>COUPON</p> <p>\$1.99 plus tax</p> <p>Medium Iced Latte</p> <p><small>Expires Oct. 15, 2012. Limit one coupon per customer per visit. Coupon must be presented at time of purchase. Offer valid only at participating Dunkin' Donuts® stores. Coupon is subject to change without notice. Coupon may not be combined with any other coupon. Coupon is void where prohibited or restricted by law. Coupon may not be applicable to all locations. © 2012 Dunkin' Donuts, Inc. All rights reserved.</small></p> <p>PLU # 2642 5 81334 00068 8</p>
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DUNKIN' DONUTS
AMERICA RUNS ON DUNKIN'

APP.com ASBURY PARK PRESS
THE PRESS
A Division of Chartwell

7-11 & Sacramento Bee Promotion

Feb 10 – Mar 9, 2014

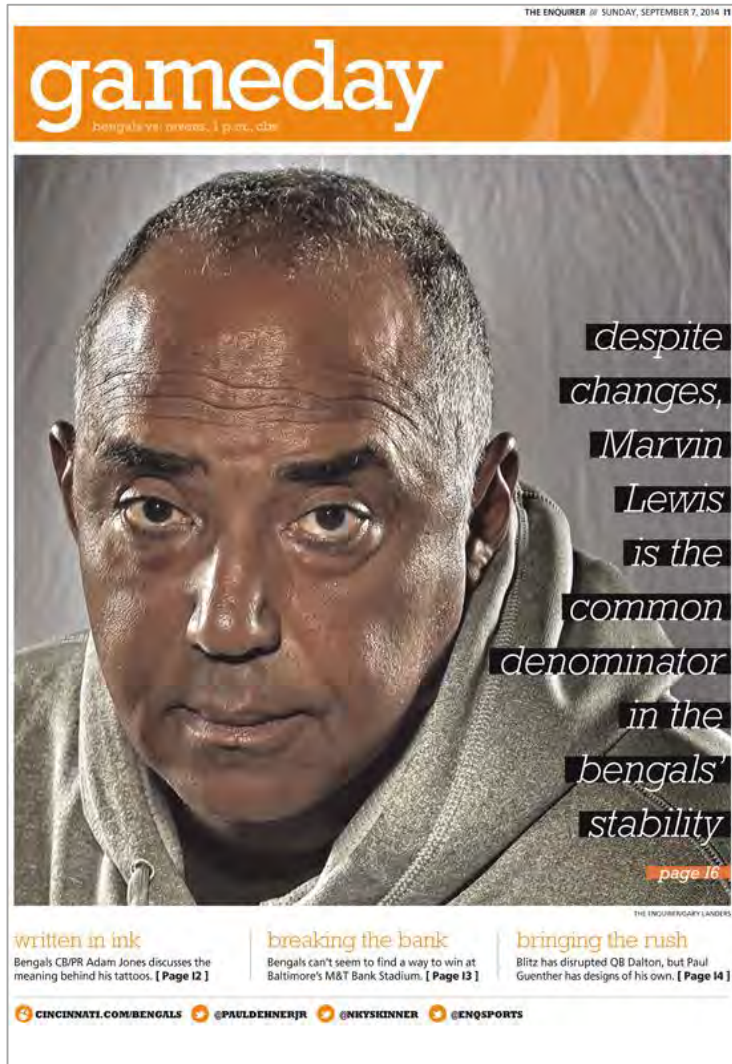
- ☐ Daily and Sunday promotion
- ☐ Merchandising plan included: in-store posters, POS stack cards, decal for dairy cooler, table tent for coffee, buttons for cashier
- ☐ New or additional displays were provided
- ☐ Sales were up 7.2% on Sunday; rest of market was down 2.8%.



The Bee with a Small Coffee



Sports Content & Promo Marketing: gameday



Produced and distributed each Sunday during regular season as a stand-alone section

In-store POP



Promoting more SUNDAY value!

Collaboration with USA WEEKEND

Pushing offers via POP, social media



**NO BONES
ABOUT IT!**

This deal is tasty, **FREE** and
can be shared

Plus over
\$000
in coupons!

**USA WEEKEND
INSIDE SUNDAY**

Coupons, Coupons & More Coupons



- Extensive Promo Campaign

- In-store POP
- **Social Media**
- **Stik-it-notes**
- Text messaging
- Email blasts
- **Masthead promo**
- **Bellybands**
- ROP
- Online banners
- Electronic billboard
- Radio



Extended Sunday Sales – MISS ME?

- Retailer promotion strategy to maintain prime positioning
- Promote heavily via in-store signage, ROP ads, masthead, online banners, display units



Marketing Material

ATTENTION STORE MANAGERS

Sunday Extended Sales Program



How it works
All stores will leave copies of the Sunday paper on the bottom of the newspaper rack for sale during the week. The papers will remain on the rack through Saturday. At that time, please pull any remaining copies. Any returns from the Sunday extended sales copies will be returned the following week. The Daily Record will adjust draws each week to ensure there is a sufficient number of copies available for sale and provide POP material announcing the program to your customers. **The Daily Record will also provide an advertisement in the paper announcing that the Sunday paper is available at all participating stores.**

Why participate?
This is a tested program that provides additional traffic to your store during the week.

Customers may have been away over the weekend and missed the Sunday paper. These customers are looking for coupon savings each week and the outstanding sections that the Daily Record provides each and every week.

Sign up today!
Fill out your information below and return it to your contractor:

Store name _____

Address _____

Account number _____

Store phone number _____

Store manager name _____

No, I'm not interested.
But I would like to speak with someone about a Daily Record display rack.

Reason _____

For more information about this program or to add a Daily Record display rack to your store, please contact

Bob Nielsen 732-643-2528
James Kennard 732-565-7241



Extended Sunday Sales: MISS ME?

Masthead Promotion

Missed Sunday's paper?

You can still buy it and get **\$408** in coupons
SEE PAGE 8A

A GANNETT COMPANY PRESSCONNECTS.COM BINGHAMTON, N.Y.

PRESS & SUN-BULLETIN

MONDAY, MARCH 4, 2013

ME

NEW YORK'S GUN FIGHT

Billboard messaging

FIRST DAY OF SAVINGS!

Get your back-to-school deals

up to
\$286
in coupons

The Clarion-Ledger

Get Sunday All Week at Retail Locations!

ROP Ad

Draft registration to become co-ed?

Recent poll finds little support for conscription, let alone for women to be added to mix

By Richard Lardner
Associated Press

WASHINGTON — The Obama administration's recent decision to lift the ban on women in combat has opened the door for a change in the military draft — currently U.S. law compels only men between age 18 and 25 to register, according to legal experts and military historians.

Never before has the country drafted women into military service.

It is only conventional to register men for a draft, the Supreme Court ruled more than three decades ago, because the reason for registration is to create a pool of potential combat troops should a national emergency demand a rapid increase in the size of the military.

Women were excluded from serving in battle-field jobs, so there was no reason to register them for possible conscription into the armed forces, the court held.

Now that front-line in-

fantry, armor, artillery and special operations jobs are open to female volunteers who can meet the physical requirements, it will be difficult for anyone to make a persuasive argument that women should continue to be exempt from registration, said Diane Maas, a law professor at the University of Florida and a former Air Force officer.

"They're going to have to show that excluding women from the draft actually improves military readiness," Maas said. "I just don't see how you can make that argument."

Groups that backed the end of the ban on women in combat also support including women in draft registration as a matter of basic citizenship.

Women should have the same civic obligations as men, said Greg Jacob, a former Marine Corps officer and policy director for the Service Women's Action Network. "We see registration as another step forward in terms of equality and fairness," Jacob said.

The U.S. military has been an all-volunteer force for the past 40 years and women have become

an integral part of it. Nearly 15 percent of the 1.4 million troops on active duty are female.

A draft would be extremely unpopular, a new poll by Quinnipiac University found that American voters firmly oppose a return to conscription.

Altogether, about 60 percent of voters just don't appear to be a high priority for a battle-weary nation nearing the end of more than a decade of war.

American voters overwhelmingly support allowing female volunteers to serve in ground combat roles by a 75-25 margin, according to the Quinnipiac poll.

But the survey of 1,772 registered voters found that conflicted over mandated military service for women.

On the question of re-establishing a military draft, male and female voters said they were opposed, 65-28, according to

the poll. If a draft were called, however, most backed the conscription of women as well as men, by 59-36, the poll said. But 48 percent of the women surveyed said they did not want women to be drafted, while 45 percent said they should be.

Former surgeon general C. Everett Koop dies at 96

By Kim Painter
AP Photo

C. Everett Koop, the former surgeon general who brought frank talk about AIDS into American homes, has died at his home in Hanover, N.H., officials at the Geisel School of Medicine at Dartmouth announced Monday. He was 96.

Koop, a pediatric surgeon with a conservative reputation and a distinctive beard, was surgeon general from 1981 to 1989 during the Reagan administration and the early months of the administration of George H.W. Bush.

"The Koop will be remembered for his colossal contributions to the health and well-being of patients and communities in the U.S. and around the world," said a statement released by Chip Souba, dean of the Geisel School of Medicine and Joseph O'Donnell, senior scholar



Former U.S. Surgeon General Dr. C. Everett Koop testifies in 2002 in Concord, N.H., as coauthor

of a biography posted online by the National Library of Medicine. An early fascination with medicine eventually led him to Harvard University Medical College. In 1945, he became first surgeon in chief at Children's Hospital of Philadelphia, a position he held until his appointment as surgeon general.

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Miss Me?

The Sunday Press & Sun-Bulletin is on sale all week.

Don't miss out on hundreds in savings.

Pick up your copy at any of these locations:

ALL	Manley's Mighty Mart locations
ALL	Price Chopper locations
ALL	Wells locations
APALACHIN	Kwik Fill/Red Apple 8884 State Route 434
BINGHAMTON	CVS Pharmacy 60 Pennsylvania Ave
	CVS Pharmacy 1278 Upper Front St
	CVS Pharmacy 157 Robinson St
	CVS Pharmacy 69-10 Main St
	Hess 1153 Vestal Ave
	Hess 1484 Upper Front St
	Hess Express 238 Conklin Ave
	Hess Express 124 Upper Front St
	Hess Express 61 Glenwood Ave
	Kwik Fill/Red Apple 267 Main St
	Kwik Fill/Red Apple 233 Park Ave
	Walgreens 27 Pennsylvania Ave
ENDICOTT	CVS Pharmacy West Commerce
ENDWELL	CVS Pharmacy 800 Hooper Rd
	Kwik Fill/Red Apple 3408 E Main St
	Rite Aid 511 Hooper Rd
GREENE	Rite Aid 58 Genesee St
JOHNSON CITY	CVS Pharmacy 345 Main St
	CVS Pharmacy 289 Harry L Dr
	Hess Express 709 Harry L Dr
	Kwik Fill/Red Apple 200 Harry L Dr
	Walgreens 2 Garvett Dr
	Wegmans 680 Harry L Dr
	Xtra Mart 136 Baldwin St
NORWICH	Dynal Dairy 69 E Main St
	Hess 6157 Route 12
	Hess 5144 Route 12
	Rite Aid 2781 Vestal Pkwy E
	Top's 64 E Main St
OWEGO	Kwik Fill/Red Apple 450 North Ave
	Top's 1145 Rte 170
VESTAL	CVS Pharmacy 138 Vestal Pkwy W
	Hess Express 3308 Vestal Pkwy E
	Rite Aid 3781 Vestal Pkwy E
	Walgreens 2405 Vestal Pkwy E
WHITNEY POINT	Hess Express 2818 NY Route 11

Locations not available in all areas.

Driving Visibility, Engagement & Purchase

- ❑ Effective POS signage at point of decision-making
 - ❑ Communicate value



- ❑ Use retailer promotions as strategy to secure long-term merchandising objectives
- ❑ Solution-focused displays
- ❑ Keep product neat and in stock
- ❑ Utilize other promotional vehicles to support merchandising
 - ❑ Social media, online, ROP, retailers' promo channels, etc

Retailer Partnerships & Long-Term Merchandising



- ☐ Tie promotional commitments to long-term display / merchandising strategy
- ☐ Push retailers to promote on their social media vehicles, loyalty cards, etc.

- ☐ Display Positioning Goal: Daily vs Sunday
 - ☐ Impulse vs. destination
 - ☐ Multiple points of sales
 - ☐ Utilize merchandisers based on market buying patterns
- ☐ Use space on displays to provide promotional benefits for retailer



Questions?

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