

PROMOTIONAL GUIDELINES



The Sunday Mail conducts in-paper promotions to add value to casual readers and subscribers and to prompt irregular and non readers to trial.

Promotional Criteria

The Sunday Mail will consider entering into promotional partnerships that:

1. Add value to The Sunday Mail brand
2. Have the potential to increase circulation
3. Further enhance The Sunday-Mail's value to its target markets with prizes that:
 - a. Are valuable (the major prize must have a recommended retail value of at least \$7,500 (ex GST) or include a money-can't buy component with a perceived value of at least \$7,500)
 - b. Are exclusive to The Sunday-Mail
 - c. Include bonus offers for subscribers

Promotional Benefits

The Sunday-Mail offers promotional partners:

1. One 10x7 promotion advertisement in The Sunday-Mail. This advertisement is designed and produced by The Sunday Mail in accordance with The Sunday Mail style guide. Additional advertisements up to the value of the prize will be offered for prizes worth in excess of \$10,000.
2. Management of the promotion including terms and conditions development, entry mechanic, winner selection and prize delivery to winners.
Value: \$1,200.
3. State-wide exposure to an ever-growing reader-base underpinned by ongoing marketing support of The Sunday Mail brand. (1,493,000 Queenslanders read The Sunday-Mail. Readership Figures: Roy Morgan Research, June 2006)

Promotional Terms and Conditions

1. The Sunday Mail reserves the right to decline a promotional opportunity, even where that opportunity meets all outlined criteria.
2. The Sunday Mail and the promotional partner will conduct the competition as joint promoters.
3. The Sunday Mail will select and manage the competition's entry mechanic and will be responsible for all expenditure/revenue relating to this service.
4. The Sunday Mail will remain the owner of all entries and will not disclose entrant's details to promotional partners or other third parties.
5. Promotional partners must deliver prizes to The Sunday Mail within 7 days of the promotion appearing in paper.
6. Promotional partners must insure a prize for loss/damage prior to delivery to prize winner/s.
7. GST Barter invoice must be exchanged to the prize value amount within 90 days of the promotion.