

Your Role in Driving Single Copy Sales

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Gannett Publishing Services – Ohio/West Virginia

Multi Channel Distribution

Recruiting and orienting multi channel contractors

- Entrepreneurial mindset
- Strives to improve route profit through non-traditional means
- Able to drive a business relationship with small to mid size retailers
- Accurately reports returns and changes daily/weekly.
- Able to understand collections and audit procedures.
- Looks for growth opportunities
 - Secondary displays
 - Execution of retail partnership opportunities

Sunday Merchandising

- Top 50 – 200 locations per week.
- Ensure POP and racking are to standard.
- Ensure placement is maximized, all bundles untied and rack space maximized
- Tracking sheets provided to all employees/merchandisers that include:
 - Number of papers remaining in store
 - Number of display's present and utilized
 - POP present or not
 - Any issues at the delivery or store level to be addressed with contractors

DC 12 SUNDAY MERCHANDISING LIST

DATE _____

DD	RR	ZZZ	STORE	ADDRESS	CITY	ZIP	TIME CHECKED	# OF PAPERS	Sold Out Y/N	# of Racks on floor	POP Y/N	COMMENTS
53	9	671	WALMART SUPERCENTER #1961	6711 ALEXANDRIA PIKE	ALEXANDRIA	41001						
55	55	434	KROGER STORE 434	1751 PATRICK DR	BURLINGTON	41005						
55	55	381	KROGER STORE 381	1525 MADISON AVE	COVINGTON	41011						
55	55	392	KROGER STORE 392	4303 WINSTON AVE	COVINGTON	41015						
55	55	277	KROGER STORE 477	2156 DIXIE HWY	FT WRIGHT	41017						
55	57	9	REMKE MARKETS	2501 DIXIE HWY	FT MITCHELL	41017						
55	57	20	REMKE MARKETS	560 CLOCK TOWER WAY	CRESCENT SPGS	41017						
55	55	901	KROGER STORE 901	3158 DIXIE HWY	ERLANGER	41018						
53	3	151	MEIJER STORE 151	4990 HOUSTON RD	FLORENCE	41042						
53	9	625	WALMART SUPERCENTER #1510	7625 DOERING DR	FLORENCE	41042						
55	55	367	KROGER STORE 366	7747 MALL RD	FLORENCE	41042						
55	55	995	KROGER STORE 364	9950 BERBERICH DR	FLORENCE	41042						
55	55	205	KROGER MARKET PLACE 409	3105 N BEND RD	HEBRON	41048						
55	55	524	KROGER STORE 425	1800 DECLARATION DR	INDEPENDENCE	41051						
55	55	130	KROGER MARKET PLACE 423	130 PAVILLION PKWY	NEWPORT	41071						
55	55	359	KROGER STORE 359	53 DONNERMEYER DR	BELLEVUE	41073						
55	55	410	KROGER STORE 410	375 CROSSROADS BLVD	COLD SPRINGS	41076						
53	3	180	MEIJER STORE 168	5400 ALEXANDRIA PIKE	COLD SPRING	41076						
55	55	946	KROGER STORE 946	70 MARTHA LN COLLINS	COLD SPRINGS	41076						
55	55	424	KROGER STORE 424	8825 US HIGHWAY 42	UNION	41091						

Items to Check

- * condition of papers
- * condition of display racks - damaged signs, shelves needed, dirty, wheels working, etc...
- * any papers in alternate locations (good or bad)

- * position of display racks
- * remove any old POP
- * any papers displayed in grocery carts?

Additional Comments

Kroger #907014 – Harrison

Top Selling Location in the Market

- 5 total display's
- Excellent placement



Kroger #907014 – Location #2

Sunday Secondary Display #2



Kroger #907014 – Location #3

Sunday Secondary Display #3



Kroger #907014 – Location #4



Kroger Secondary Location



Kroger Fuel #907014

Sunday occupies all product slots and is located directly in front of the payment kiosk.



Gilligan Shell



Meijer



Meijer



Meijer



Walgreens



Sunday POP Example





Speedway

Single Copy Best Practices

- **Attractive Displays:**
 - Continually look for opportunities to upgrade your retail displays to improve your placement within the stores
- **Rack to Retail:**
 - Take advantage of any opportunity to move newspapers from outside racks to inside sales racks
- **Get out in the field:**
 - Visit a significant number of your major accounts each Sunday
 - Review the placement and set up of newspapers to identify opportunities for improvement
 - Strive to secure placement of displays in front of the registers
- **Contractor Meetings:**
 - Have dialogue weekly with the Single Copy/Combo contractors to discuss problem accounts
 - Ensure that returns are being collected and processed for each retailer

Single Copy Best Practices – Cont.

- **Retail Relationships/Partnerships:**

- Establish a working relationship with each major account. Knowing store managers can help you secure the best product placement
- Ensure retailers that your judgment and experience with displays will help them maximize sales
- Secondary displays are key to increasing sales

- **Daily & Sunday POP Material:**

- Establish a relationship with Marketing to ensure that daily POP promotes Top News Stories and estimated coupon value in Sunday newspapers

- **Closed Retailers (retailers who are closed when papers are delivered):**

- Work with the retailer to ensure that the product is set up correctly within the store

- **Sunday Newspapers on Sale all week**

- Secure several major retailers to sell the Sunday newspaper all week

Single Copy Best Practices – Cont.

- **Weekly Draw Analysis:**
 - Establish a relationship with the Draw Analyst that handles the draw forecasting for your newspaper.
 - Continually look for patterns that can help improve forecasts.
- **Returns Process and Verification:**
 - Consistently process all returns by a specified weekly close date
 - Stress the importance of accurate and timely returns to all contractors
 - Develop a consistent process to account for all Single Copy returns when the contractor submits their returns.
- **Integrity Audits:**
 - Conduct Single Copy integrity audits twice per year on each route. The audits consist of checking a minimum of 12 retail locations for draw accuracy.
- **“Closed” Retailers:**
 - Develop a consistent process to receive and account for returns from closed accounts

Questions?

