



SCOOP SHOP

PREMIUM BRANDS | EXCLUSIVE OFFERS | INSTANT ONLINE VOUCHERS

- Selling \$50,000 in gift vouchers each month
- Reaching 40,000+ online subscribers each week
- Winning new, repeat and referral clients from Scoop's reader base
- Increasing repeat and referral business from your existing client base
- Providing advertisers the opportunity to pay with contra – not cash

SCOOP
PUBLISHING

Contra Advertising

For clients paying for magazines advertising with contra.

Who can pay in contra?

- Only select clients are eligible for Scoop Shop contra

How does it work?

- Determine the price of your advertising (eg \$1,000+GST)
- Double to determine the contra value (eg \$2,000+GST)
- Determine the type and value of the vouchers
- Place vouchers online (eg 10*\$220 vouchers at 50%)
- Promoted heavily through Scoop Shop and newsletter

Promoting your gift voucher

- www.scoopshop.com.au (4,000+ monthly visits)
- Scoop Shop weekly newsletter (40,000+ subscribers)
- Scoop Lifestyle weekly newsletter (40,000+ subscribers)
- Scoop Shop Mobile App

Why is this good for you?

- You pay no money for your advertising
- You receive extensive additional promotion
- The opportunity to win new clients to your business
- If the vouchers don't sell, Scoop takes all the risk

Creating voucher packages

- Scoop reserves the right to dictate voucher terms
- Vouchers should be of good value with minimal exclusions
- If an agreement can't be reached, Scoop reserves the right to request payment for the original invoice in cash*

Voucher terms and conditions

- Scoop has 18 months to sell vouchers
- Vouchers are valid for 12 months from the date of purchase
- All contra vouchers will be sold at 50% discount
- If vouchers are not selling, Scoop may repackage
- Scoop reserves the right to redeem vouchers for other uses

Scoop Shop Direct

Generating revenue by selling vouchers direct through Scoop Shop.

Create a package

- Determine a package that will appeal to Scoop Shop users
- Vouchers for packages work better than discounts only
- Determine a start date, end date and number of vouchers
- Determine a discount (range between 30 to 50%)

Sell online

- All details can be provided via an email booking form
- Appropriate images for promotion are also required

Collect and receive revenue

- Revenue from voucher sales goes to Scoop's bank account
- 75% of revenue received will be reimbursed to you
- 25% of revenue will be retained by Scoop
- Revenue will be reimbursed 30 days after the month in which the vouchers were sold

How it can work for you (example only)

- Create a weekend package worth \$400
- We put 50 Gift Vouchers on-sale at a 40% discount for \$240
- For each Gift Voucher sold, \$180 goes to your business
- If all 50 Gift Vouchers sell, you receive \$9000

Purchase and Redemption

Voucher creation

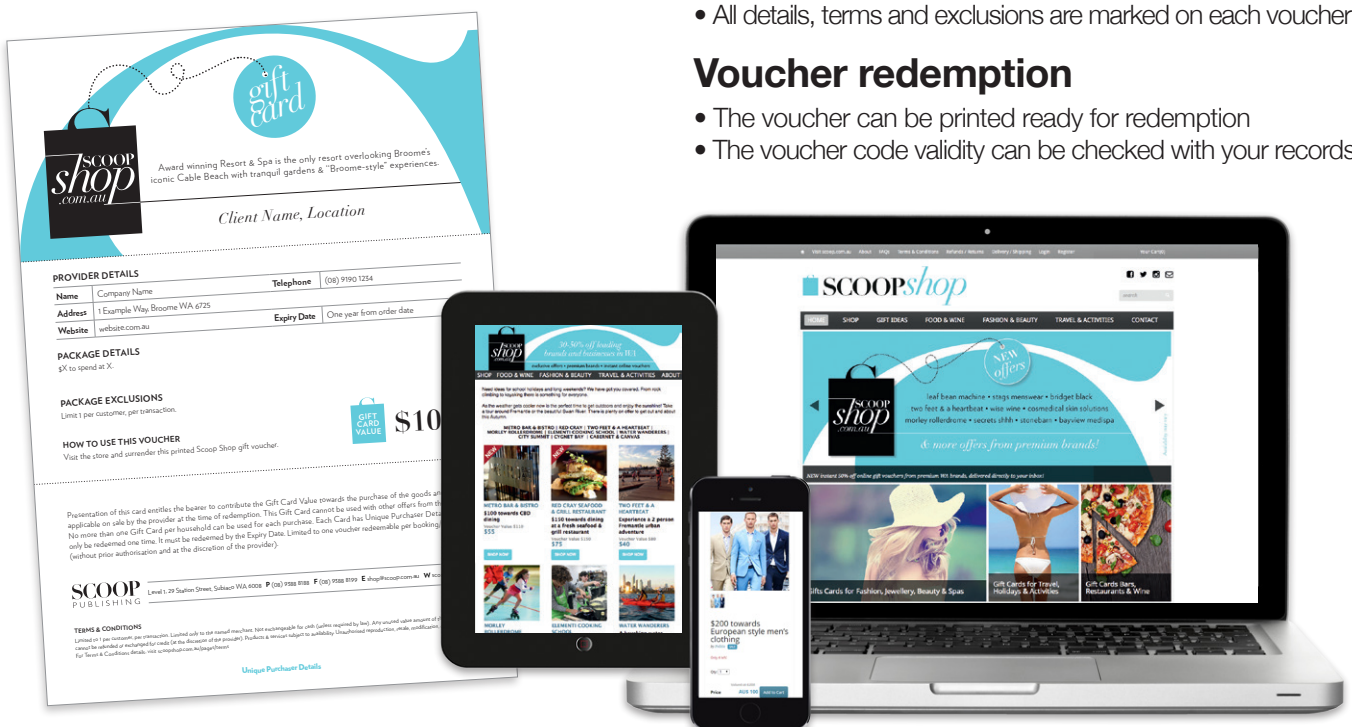
- The number, price and details of gift vouchers are confirmed
- An example of the gift voucher is supplied to the client
- Unique voucher codes will be provided for your records

Voucher purchase

- Upon purchase, the customer is emailed the PDF voucher
- You are emailed the name and order number
- All details, terms and exclusions are marked on each voucher

Voucher redemption

- The voucher can be printed ready for redemption
- The voucher code validity can be checked with your records



Voucher Guidelines

For Advertisers paying by contra, strict adherence to the 'Works best for' guidelines (below) must apply.

✓ Bars and Restaurants *(most popular!)*

Works best for Brand name restaurants and bars located in the CBD, Western Suburbs and inner-city Perth; also highly successful with waterfront locations. Does not work for cafés, burger joints or any locations with average mains less than \$20.

Recommendations The value of each voucher should be based on the average customer spend for two to four people (\$100 to \$400). Vouchers at two different price points also work. Vouchers for bars work best at \$100 to \$150; a 30% to 50% works well.

Conditions Vouchers cannot be solely for drinks, in accordance with responsible service of alcohol guidelines. Exclusions may limit Friday and Saturday nights, but not recommended.

✓ Hair Salons

Works best for Salons with a strong brand located in the CBD, inner-city and Western Suburbs; vouchers for a specific popular package or treatment work best; if for cash, voucher must be usable on all available services.

Recommendations When packaging as a dollar amount, the value should be based on an average customer transaction on your most popular service (e.g. a haircut and colour).

✓ Spa and Beauty Salons

Works best for Businesses with a strong brand name located in the inner-city and Western Suburbs; also with luxury spa retreats on the outskirts of Perth; extremely successful when for your most popular service (e.g. a two hour massage). Often purchased on Scoop Shop as gifts.

Recommendations Most popular with services that appeal to anyone; the guideline should be "can this voucher be given as a gift?" (e.g. a voucher for a full body massage is more likely to sell than IPL or teeth whitening). The value of each voucher should be between \$150 and \$500.

✓ Activities / Kids' attractions

Works best for Well-known kids' activities, such as Adventure World which sells out in hours; must be located in Perth Surrounds area. Hasn't worked as well for lesser known activities.

Recommendations Group and family passes work best; voucher values between \$80 and \$300 all work. Multiple voucher price-points recommended.

✓ Classes

Works best for Cooking and food related classes which mostly sell out; untested for other kinds of classes.

Recommendations Create packages for specific classes and courses; create vouchers for two or four people at half price.

✓ Fashion

Works best for Highly popular boutiques with a variety of strong brand names located in the inner-city; must be available for all brands and products.

Recommendations Vouchers are only successful if the value reflects the average customer spend on an outfit, or popular combination of outfits, in store.

✓ Jewellery

Works best for Select brand-name stores committed to promoting to existing clients as a means of increasing repeat and referral business; they prove highly effective for increasing repeat business, and are popular as a gift.

Recommendations Vouchers should be valued at the average customer spend.

✓ Accommodation

Works best for Luxury weekend packages for two people located within a four hour drive of Perth; for hotels of a high standard but not necessarily expensive. Hasn't worked as well for Perth-based hotels.

Recommendations Include a value-add such as breakfast or dinner; a discount of 30% to 50% is recommended; the value of the package should be based on the best price available to consumers (e.g. the price a consumer could pay direct for a two night stay, not simply half the rack-rate); possible exclusions include limiting access during school holidays or public holidays.

✓ Tours

Works best for A few select, well-known tours in the Perth Surrounds area for couples, families and small groups.

Recommendations Create packages for specific tours for two or four people at half price; tours including bars, food or family activities.

✓ Wine

Successful for well known brand name wines.

Works best for Premium brand wines only; with free postage within Australia.

Recommendations: a dollar amount, or specific case(s) of wine (e.g. your choice of SBS or Cab Sav) work best. The value of each voucher should be based on the average price of a case of wine. Vouchers should be valued at \$200 to \$500.



Standard Terms and Conditions on all vouchers

Presentation of this Voucher entitles the bearer to contribute the Gift Voucher towards the purchase of any goods and services applicable on sale by the provider at the time of redemption. No more than one voucher redeemable per booking/transaction (without prior authorisation and at the discretion of the provider). This Gift Voucher cannot be used with other offers from the provider. Each Voucher has a unique Redemption Code and can only be redeemed once. It must be redeemed by the Expiry Date. For the purchase of alcohol, redeemer must be over the age of 18.

This voucher is valid for the named merchant only. It is not exchangeable for cash (unless required by law). Any unused value amount of the Gift Voucher cannot be refunded or exchanged for credit (at the discretion of the provider). Products and services subject to availability. Unauthorised reproduction, resale, modification, or trade prohibited. For Terms and Conditions details, visit: scoopshop.com.au/pages/terms

Voucher examples

Number of Vouchers	Single Voucher Retail Value	Discount Rate (must be between 30% and 50%)	Voucher Selling Price	Total Voucher Retail Value	Total Voucher Selling Price	Client Revenue (fixed at 75% less credit card fees)
50	\$100	30%	\$70	\$5,000	\$3,500	\$2,625
50	\$150	30%	\$105	\$7,500	\$5,250	\$3,937.50
50	\$200	30%	\$140	\$10,000	\$7,000	\$5,250
50	\$300	30%	\$210	\$15,000	\$10,500	\$7,875
50	\$400	30%	\$280	\$20,000	\$14,000	\$10,500
50	\$500	30%	\$350	\$25,000	\$17,500	\$13,125
50	\$100	50%	\$50	\$5,000	\$2,500	\$1,875
50	\$150	50%	\$75	\$7,500	\$3,750	\$2,812.50
50	\$200	50%	\$100	\$10,000	\$5,000	\$3,750
50	\$300	50%	\$150	\$15,000	\$7,500	\$5,625
50	\$400	50%	\$200	\$20,000	\$10,000	\$7,500
50	\$500	50%	\$250	\$25,000	\$12,500	\$9,375

Terms and Conditions

Images

Scoop assumes images provided are free of copyright restrictions. If a suitable image is not provided, Scoop reserves the right to source an image from the client's website, for use on Scoop Shop and related promotions.

Redemption Codes

The name of the purchaser and a unique redemption code will be stamped on each Gift Voucher. Only redeem vouchers that match the redemption codes that will be sent to your email upon confirmation. This is the responsibility of the client.

Redemption of vouchers

The client must do everything possible to make it possible for the purchaser to redeem the voucher and provide the same degree of service as they would any customer. Vouchers MUST be available to all customers, new and existing. There must be no restrictions or exclusions other than those stated on the voucher. These must be in line with Australian Consumer Law, which provides certain guarantees to consumers when they purchase goods or services and these guarantees cannot be excluded, restricted or modified.

Scoop Shop - Rates and Credit Terms

All payments made for vouchers sold through Scoop Shop will be received by Scoop. 25% of monies received by Scoop will be retained as sales commission. 75% of monies received by Scoop will be reimbursed into the client's nominated bank account no later than 30 days from the end of the month in which the voucher was sold.

Cancellations / refunds

Cancellations must be made in writing or via email. All vouchers will be removed from Scoop Shop within no later than two working days after the

day of cancellation. No monies will be returned for vouchers sold before or during the two-day cancellation period. In the event of a cancellation of future edition advertising on which contra has already been provided and sold, monies will not be returned but a credit will be provided for future advertising.

Marketing and Promotion

By signing the Scoop Shop agreement you give permission for Scoop to use the content provided in marketing and promotions, including scoop.com.au and newsletters.

Subscription to Scoop Publishing Newsletters

By signing the Scoop Shop agreement you agree to receive email notifications and updates from Scoop Publishing in the form of marketing material.

Indemnity and Warranty

The client agrees to indemnify and keep indemnified Scoop Publishing in respect of all direct liabilities, direct losses, direct damages, reasonable and direct costs or reasonable and direct expenses whatsoever directly in relation to any claim, demand, action, suit or proceeding whatsoever brought by any third party arising directly out of or directly in connection with any material published on behalf of the client. The client warrants to Scoop Publishing that to the best of its knowledge all material and information to be submitted at or on behalf of the client is such that it will not infringe the provision of any law or statute and will not give rise to any claim or right of action against Scoop; whether at common law or statute. Under no circumstances under these Terms and Conditions will the client be liable to Scoop for any special, indirect, incidental, consequential, punitive or exemplary damages, including, but not limited to, lost profits, loss of reputation or goodwill, or increased costs incurred even if the client has knowledge of the possibility of or foresaw or could have foreseen such damages.