

Promoting Your Product with Essential Trading

In this document we list ways of promoting your products with Essential Trading. We have found these to be the most effective ways to increase your sales.

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Section 1: Essential Trading Price List

Introduction

Our trade price list is published every two months. It goes out to 1500 trade accounts across the country, with a particular concentration in the South West. Our price list is our principal marketing tool: it's a high quality publication, full colour throughout with premium print resolution. It is the vehicle for a variety of promotional activities. Section 5 of this document is the schedule for production for future price lists, detailing deadlines for the publication of each price list. Each of the priced services listed below has its own service code which helps to identify it on the Booking Form.

1.1 New lines Listing

There is a fee for covering admin costs associated with making your product or range a permanent part of our stockholding. This is a routine charge, however the New Lines Listing Fee includes incidental benefits: a free feature in the New Lines section of our price list, plus free upload of product image and information to the Essential Trading website (essential-trading.coop). Our catalogue's New Lines section is a high profile feature at the front of our catalogue dedicated to highlighting new lines, and is the most effective way of getting your product or range noticed by our customers. An appearance here is a sign of our confidence in a product and, so long as supply is reliable and the product is successful, will signify a permanent listing in each price list we publish. We even compose the copy to talk about the product if you prefer.

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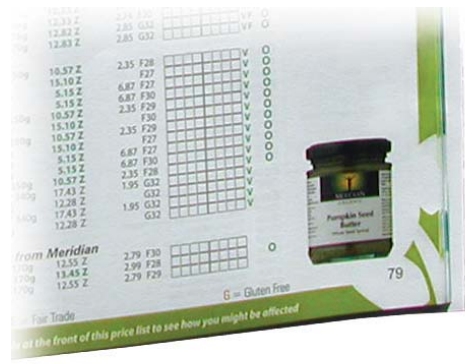
Cost: £60.00 + VAT flat rate for one up to five products. **SERVICE CODE A1**
 £15.00 + VAT for each product after the fifth. **SERVICE CODE A2**

- What we need:**
- Samples:** at least two of each – one for evaluation by our price list editors, and one for our marketing personnel to use in their own promotional activities.
 - Product information – USPs, market research, how you characterise your product or your brand in the market place.**
 - Web-ready product images and text (see section 3 “Your Brand Presence On Our Website” below for technical requirements).**

Note: We need a new listings form to be completed for each product listed. This can be sent to you by email or by post.

1.2 Your Logo or Picture of Your Product in our Price List

Get your logo recognised – it can appear in our catalogue in the New Lines section, Price Promotions section or next to your product in the main body of the listing. In the same way, a pack-shot of your product will enhance and strengthen your product listing in the price list, whether it be by the new lines write-up, by a product promotion or by where it appears in the main listing. Please see Section 4 Technical Requirements for the image specifications required by our printers.



Cost:

**£55.00 + VAT per price list
SERVICE CODE B1**

**£275.00 + VAT for one year's booking
SERVICE CODE B2
(six consecutive lists)**

1.3 Price Promotion Section

Each Essential Trading price list has a section dedicated to highlighting all promotions during the period covered by that price list. In this section, products and/or product range are mentioned, together with promotional details. Free copy is provided. Promotions are also brought to our customers' attention during sales order processing or other dialogue. There is no cost for including a promotion, however there may be associated costs depending on additional requirements.



We expect any promotional activity to be backed-up by a minimum quarter page advertisement in the price list for which the promotion applies (see part 4 below). Promotional activity can also be enhanced with the inclusion of other imagery (see part 2 above). The advertised costs will apply to these additional requirements. Please see Section 4 Technical Requirements for the image specifications required by our printers.

1.4 Brand Feature

If you would like to make a bold statement in a more high profile position within our catalogue, or would like to make a more detailed “newsy” message about your brand, we can offer you our Brand Feature, which is positioned in the Essential News section, occupying the first 4 pages of the catalogue. This can be used to tell the story behind the brand or to keep customers informed about a rebranding. This is an A4 page and the content of this page is entirely up to you.

Cost: **£375.00 + VAT per price list**
SERVICE CODE C7



1.5 Place An Advertisement



A full colour advert in our catalogue is the professional option. There are two sets of costs and two sets of lead times depending on whether or not we receive finished artwork. We do however much prefer finished artwork and the costs reflect this. A full page A4 advert and a half page A5 (landscape format) advert can appear in any of the forward sections in the price list, and also by your product in the main listing. A quarter page A6 can only appear in the main listing if there is a companion advert available to take-up the vacant space across the page from it. Otherwise a quarter page can appear in any of the forward sections of the

catalogue. Please see Section 4 Technical Requirements for the image specifications required by our printers. Please note the costs shown are per side of a page. A double sided advert incurs a further 50% of the cost of a single side – effectively a 50% saving. This means for example that a double sided A4 ad would cost £495.00 + VAT. A full list of double side costs is shown on the Booking Form – see Section 6 below.

Finished Artwork

Cost: **Full page A4** **£375 + VAT per price list**
 Half page A5 **£250 + VAT per price list**
 Quarter page A6 **£150 + VAT per price list**

SERVICE CODE C1
SERVICE CODE C2
SERVICE CODE C3

We make the advert up for you:

Cost: **Full page A4** **£495 + VAT per price list**
 Half page A5 **£300 + VAT per price list**
 Quarter page A6 **£190 + VAT per price list**
 (these are the costs for the initial ad - if it's re-used, as per Finished Artwork)

SERVICE CODE C4
SERVICE CODE C5
SERVICE CODE C6

1.6 Price List Covers

For the greatest impact, place an advert on one of our price list covers. Book the cover for your exclusive use. As with part 5 above, there are two sets of costs and two sets of lead times depending on whether you send us finished artwork or not. Please note that the covers are subject to availability, and are reserved on a first come, first served basis. Please see Section 4 Technical Requirements for the image specifications required by our printers.

Finished Artwork

Cost:	Front Cover Exclusive	£850 + VAT	SERVICE CODE D1
	Inside Front Cover	£550 + VAT	SERVICE CODE D2
	Back Cover Exclusive	£700 + VAT	SERVICE CODE D3
	Inside Back Cover	£550 + VAT	SERVICE CODE D4

We make the advert up for you

Cost:	Front Cover Exclusive	£1300 + VAT	SERVICE CODE D5
	Inside Front Cover	£825 + VAT	SERVICE CODE D6
	Back Cover Exclusive	£990 + VAT	SERVICE CODE D7
	Inside Back Cover	£825 + VAT	SERVICE CODE D8



Section 2: Sample Packs and Invoice Messaging

Introduction

This section explains two ways in which your product can be promoted outside of our catalogue.

2.1 Sample Packs

Guarantee your products get good representation by giving us samples to be delivered to specifically targeted retailers, together with any supporting information you are able to provide. The samples are delivered with customers' main orders.

Cost: You supply 100 x samples of your product and supporting literature, we supply the labour.

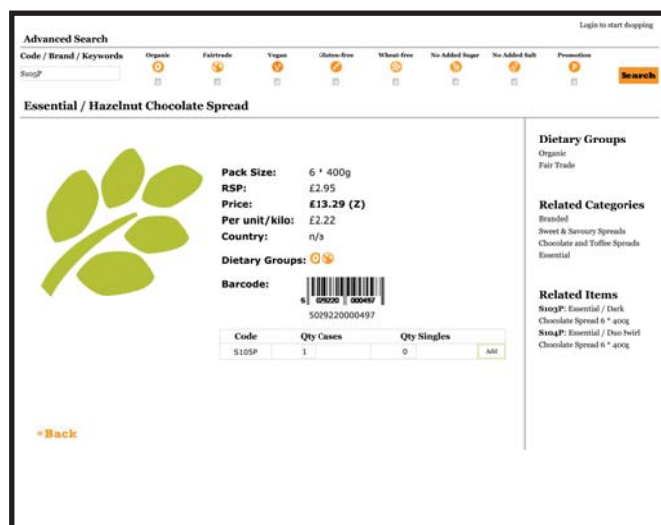


Section 3: Your Brand Presence On Our Website

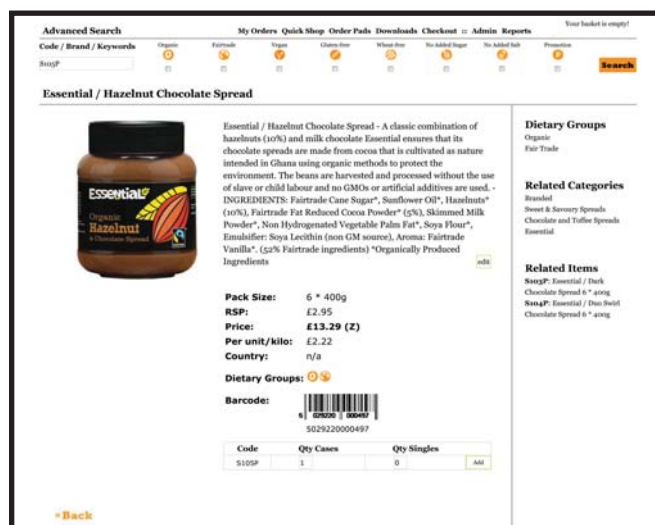
Our website - essential-trading.coop – has the facility to allow our customers to place their trade orders directly via the website. The products that we advertise in our trade price list appear on this website as a simple one line listing consisting of basic product description, case size and pricing.

But you can greatly enhance the presence of your brand by including a product image, some words, or both, for each product, which will be available for viewing by our customers with just one click. Our requirements are product images of dimensions 270 x 270 pixels, at least 72dpi resolution and of jpeg image type.

Cost: £15 + VAT per product for only text, only image, or both.
SERVICE CODE: E2



Before



After

Section 4: Technical Requirements

4.1 Image Specifications

This section explains the type and quality of image required by our printers for publication in our price list. If the image is not of high enough quality then this will be reflected in the final print.

Images and text can be emailed to: plist@essential-trading.coop.

Adverts and cover images should be:

- PDF file type, all PC compatible
- CMYK colour space
- 300dpi minimum
- Have 3mm bleed on all edges

Logos and pack shots should be:

- PDF, TIFF or JPEG files types,
- 300dpi minimum

4.2 Image Dimensions

These dimensions do not include the 3mm bleed on all edges.

	Width mm	Height mm
A4 Full Page	210	297
A5 Half Page	210	148
A6 Quarter Page	105	148
Front Cover	210	230
Back and Inside Covers	210	297

Section 5: Price List Deadlines

We require that the attached booking form be completed, signed and returned to us according to these deadlines. Your signature on this form represents your agreement to the services offered, at the prices shown. More booking forms are available on request.

If your copy of this schedule does not extend as far into the future as you need, please ask us for a more recent version. All dates are "By the end of..."

Mar-Apr 2015

Booking Form: Friday 2nd January
Unfinished Artwork: Monday 5th January
Logo or pack shot: Monday 12th January
Finished Artwork: Monday 12th January
Samples: Monday 12th January
Text: Monday 12th January
New lines, Promotions and price changes to be
Notified and finalised: Monday 12th January

May-Jun 2015

Booking Form: Monday 2nd March
Unfinished Artwork: Monday 9th March
Logo or pack shot: Friday 13th March
Finished Artwork: Friday 13th March
Samples: Friday 13th March
Text: Friday 13th March
New Lines, Promotions and price changes to be
Notified and finalised: Friday 13th March

Jul-Aug 2015

Booking Form: Friday 1st May
Unfinished Artwork: Friday 8th May
Logo or pack shot: Friday 15th May
Finished Artwork: Friday 15th May
Samples: Friday 15th May
Text: Friday 15th May
New lines, Promotions and price changes to be
Notified and finalised: Friday 15th May

Sep-Oct 2015

Booking Form: Wednesday 1st July
Unfinished Artwork: Friday 3rd July
Logo or pack shot: Friday 3rd July
Finished Artwork: Friday 3rd July
Samples: Friday 3rd July
Text: Friday 3rd July
New lines, Promotions and price changes to be
Notified and finalised: Friday 3rd July

Nov-Dec 2015

Booking Form: Friday 4th September
Unfinished Artwork: Friday 11th September
Logo or pack shot: Friday 18th September
Finished Artwork: Friday 18th September
Samples: Friday 18th September
Text: Friday 18th September
New lines, Promotions and price changes to be
Notified and finalised: Friday 18th September

Jan-Feb 2016

Booking Form: Friday 30th October
Unfinished Artwork: Friday 6th November
Logo or pack shot: Friday 13th November
Finished Artwork: Friday 13th November
Samples: Friday 13th November
Text: Friday 13th November
New lines, Promotions and price changes to be
Notified and finalised: Friday 13th November

Section 6: Booking Form

Please complete, sign and return by the dates shown in Section 5 above

SECTION 6: BOOKING FORM Please complete, sign and return by the dates shown in Section 5 above

Company Name		Contact Name	
Telephone		Fax	
Email		Signed	
		Date	

PLEASE TICK THE BOXES FOR THE SERVICE YOU REQUIRE.
PLEASE REFER TO PRICE LIST DEADLINES (SECTION 5 ABOVE) FOR LEAD TIMES FOR THESE SERVICES

Service (Note: all service costs listed are non-inclusive of VAT, chargeable at the standard rate)

Service	Code	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	Per List Cost	Total Cost
Your logo or pack shot by your product listing	B1															£55	
Your logo or pack shot by your listing for six consecutive lists	B2															£45.83	
Full page A4 advert one sided, you provide finished artwork	C1															£375	
As above, double sided	C1A															£650	
Half page A5 Landscape advert one sided, you provide finished artwork	C2															£250	
As above, double sided	C2A															£450	
Quarter page A6 Portrait advert one sided, you provide finished artwork	C3															£150	
Full page A4 advert one sided, you provide images and text, we make the advert up	C4															£495	
Half page A5 Landscape advert one sided, you provide images and text, we make the advert up	C5															£300	
Quarter page A6 Portrait advert one sided, you provide images and text, we make the advert up	C6															£190	
Brand Feature, you provide finished A4 advert/advertorial	C7															£375	
Front cover exclusive, you provide finished artwork	D1															£850	
Inside front cover exclusive, you provide finished artwork	D2															£550	
Back cover exclusive, you provide finished artwork	D3															£700	
Inside back cover exclusive, you provide finished artwork	D4															£550	
Front cover exclusive, you provide images and text, we make the advert up	D5															£1300	
Inside front cover exclusive, you provide images and text, we make the advert up	D6															£820	
Back cover exclusive, you provide images and text, we make the advert up	D7															£990	
Inside back cover exclusive, you provide images and text, we make the advert up	D8															£825	
Product image and text included on the Essential online ordering website, cost per product	E2															£15	

New Lines Listing Fee. Name of product or product range:

Price list it is new to:

Total Number of New Lines:		Cost for 1 to 5 lines (A1):	£60	Cost for any lines over and above 5 (A2):	£15	Total Cost:	
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