

THE TIMES

'THE TIMES LOCAL PRODUCE CAMPAIGN'

PO Box 6169, Basingstoke RG22 5YN

We are delighted to invite you, as a local purveyor of the finest or locally sourced produce, to be part of an exclusive offer with The Times.

The campaign will promote local produce and encourage readers to shop locally – all as part of the new look Times Food supplement featured in The Times every Thursday. The offer will allow readers to receive a discount when they spend a minimum amount with you, either in-store, online or both. The offer will launch in The Times in March 2010 and will be valid until mid/late April 2010, exact dates will be specified in confirmation letters sent once your application has been received.

To receive the discount, normal readers must collect one voucher and a number of tokens from The Times. Times+ and Food+* members do not need to collect any tokens, but must show their Times+ card at the time of purchase. Tokens will be printed in-paper each day for a minimum of one week from launch. You must keep all vouchers and tokens and return them to us at the end of the promotion.

To participate in this offer all we ask is that you offer one or both of the following options:

- Option 1** **A £5 discount if readers spend £20 or more**
(i.e. £20 spent will cost readers £15, £40 spent will cost readers £35)
- Option 2** **A £10 discount if readers spend £40 or more**
(i.e. £40 spent will cost readers £30, £60 spent will cost readers £50)

Times Food+

This campaign will also coincide with the launch of Food+, which is the fantastic new rewards programme created especially for Times subscribers who quite simply, love food!

Food+ Option: Either or both of the above Options across a 12 month validity period to all Food+ * members ONLY. Members can redeem the offer/s at your shop once a month on presentation of a valid Times+ membership card. Details of your shop will be listed online for 12 months if you choose to take part in this option, so this is a great opportunity to receive coverage throughout the year.

*For more information on Times+ and Food+, please refer to the terms and conditions.

The benefits of participation to you are:

- The campaign is FREE to participate in, all we ask is that you provide the discount
- Your shop will be listed in the pull-out guide included with the paper on launch in March, as well as online throughout the validity period of your chosen option
- An opportunity to significantly increase footfall and new customers over a prolonged time period

To accept our invitation and be part of our Local Produce campaign, please complete and return the attached form, latest by Monday February 15, 2010. Upon receipt we will send you a letter of confirmation. Alternatively you can fax your application form through to 01256 811 222.

We look forward to hearing from you. If you have any questions about this offer, please email alice@whynot-europe.com or call her on 020 7494 8665.

The Times

THE TIMES LOCAL PRODUCE CAMPAIGN: TERMS & CONDITIONS

OFFER:

All participating establishments must offer one or both of the following options:

Option 1 - £5 discount if readers spend £20 or more

AND/OR

Option 2 - £10 discount if readers spend £40 or more

OPTIONAL

Food+ Option - Either or both of the above Options across a 12 month validity period to all Food+ members ONLY.

Food+ members can redeem the offer/s at your shop once a month on presentation of a valid Times+ membership card.

Details of your shop will be listed online for 12 months of the year if you choose to take part in this option.

You may offer all options if you so choose but cannot offer the Food+ option in isolation. You must honour the offer at all times throughout the validity period and you are not permitted to exclude specific days and dates, other than when you are closed.

PRODUCE AVAILABLE:

All produce available as part of this offer must reflect the typical non-promotional prices for the same food or produce and no produce should be exempt from the offer.

EXCLUSIVITY:

The Times Local Produce Offer must be the only promotion your establishment enters into with a national newspaper for the duration of the promotion.

LAUNCH DATE:

The offer will launch in The Times in March 2010 and will run until mid/late April 2010 (subject to change). The exact date of launch will be specified in the confirmation letter which will be sent once your application has been received. If you choose to run the Food+ Option, redemptions can be made until March 2011. All vouchers/tokens presented to you as part of this offer should be retained and then returned to us at the end of the promotion. A FREEPOST envelope will be provided for this purpose.

IN PAPER DIRECTORY:

A full list of participating establishments will appear in The Times Local Produce in-paper pull-out guide including the full name, address and telephone number of your business, the discount you are offering, the speciality of your shop or store e.g. farm shop, dairy, fish monger, delicatessen etc, your web address (if applicable), and any days that your shop is closed.

ONLINE DIRECTORY:

A full list of participating shops and stores will appear online on The Times website.

TOKENS:

Normal Times readers

To take advantage of The Times Local Produce Campaign, readers can obtain vouchers and tokens using the following method:

Vouchers and tokens will be printed in The Times over a minimum one-week period. This is subject to change. The number of tokens required per redemption will be confirmed in the confirmation letter and will allow one person only to take advantage of the discounted offer. Readers may only use one voucher and set of tokens in any one single transaction i.e. if you are offering the £5 discount; readers may not present double tokens to receive a £10 discount. NB. Depending on the offer you have selected, readers may only receive a £5 discount on any amount of £20 or more spent in a single transaction, or a £10 discount on any amount spent of £40 or more in a single transaction. The tokens must be attached to a voucher cut from the newspaper completed with the reader's name and address. Online retailers must facilitate the discount on their website with the promotional code 'TIMES' and must collect data where possible.

Times+ members (including Food+ members)

All Times+ and Food+ members do not need to collect tokens and vouchers and may redeem the offer by showing their Times+ card at the time of purchase. We ask that you keep a log of the number of Times+ and Food+ members taking up the offer and send to us at the end of the promotion. Food+ members ONLY may use their card ONCE PER MONTH PER STORE; you are entitled to refuse redemption providing you can present the customer with proof that the discount allowance has been used for that month (i.e. showing a Food+ redemption log).

WHAT IS TIMES+ AND FOOD+?

This campaign will coincide with the launch of Food+, which is about events+offers+extras and is a segment of 'Times+'; the umbrella term for the scheme which rewards all Times & Sunday Times subscribers. Any reader that subscribes to the newspaper/s become a member of Times+, and 'premium subscribers' qualify for access to Culture+, Travel+, or Food+, which provide even more tailored offers. It is estimated that there will be circa 6k Food+ members in the first 3 months of launch. Food+ members ONLY will be eligible for the 12month option of this offer.

ELIGIBILITY:

The promotion is open to all UK residents.

PROMOTION TERMINATION:

The promoters reserve the right to terminate or change the promotion without notice.

SPIRIT OF THE TIMES LOCAL PRODUCE CAMPAIGN:

All participants must enter into the spirit of the promotion in order to maintain positive feedback for The Times. Where we receive complaints from readers and the participant is unable to provide a satisfactory explanation, then that participant will be excluded from participating in all future Times promotions. NB: once the promotion is launched, no participant may withdraw without prior written approval from The Times and then only under extenuating circumstances.