



A Guide to Selling Newspapers

Welcome to Dash

We are delighted to welcome you as a customer. As an independent family run wholesaler, we will endeavour to provide you with a first class service at all times and if you have any questions or concerns please do not hesitate to contact us.



An Introduction to Dash

Dash (South West) Limited is a family owned business based in Redruth, Cornwall. The company has roots in the newspaper industry dating back to 1925 when the late Percy Dale began retailing newspapers in the Cornish village of Chacewater. The retailing and home delivery business expanded during successive generations and the firm diversified into Sunday only wholesaling in an area which steadily increased in size during the 40's and 50's. During the early 1980's the business expanded further, when Chris Dash won the first seven day a week newspaper distribution contract with News International.

Now in its 8th decade of family ownership, the company serves an extensive customer base from three sites using over one hundred employed and sub-contracted staff.

Current Activities

Dash currently operates in the following sectors:-

- Wholesale distribution of national and local newspapers
- Packing and distribution of free newspapers and leaflets
- Contract logistics
- General storage and transportation
- Ecommerce
- Retail

Contact Details

Your Local branch is based on the Crown Industrial Estate in Taunton.

Dash (South West) Ltd

Unit F2 Crown Industrial Estate
Venture Way
Taunton
TA2 8QY

Depot Telephone Number: **08456 34 62 88**
Depot Fax Number: **01823 27 52 03**
Depot Email Address: taunton@dashsw.co.uk

Your Team

Depot Manager:	Peter Cheetham	-	petercheetham@dashsw.co.uk
Night Manager:	Rob Greenslade	-	robgreenslade@dashsw.co.uk
Accounts Manager:	Linda Weidner	-	lindaweidner@dashsw.co.uk

Please use this space to write your Customer Box Number



Understanding the Chain

The Publisher prints the newspapers and distributes to the wholesaler using their appointed logistics company.

Product arrives at Dash depot usually between 2am and 5am.

The newspapers are checked in and repacked into bundles as quickly and accurately as possible so that each retailer receives their pre-allocated amount.



The bundles are then loaded into the delivery van in drop order.

The vans leave the depot and deliver the newspapers to each retail customer.

At each store the driver will deliver supplies for that customer and collect unsold copies from the previous day.



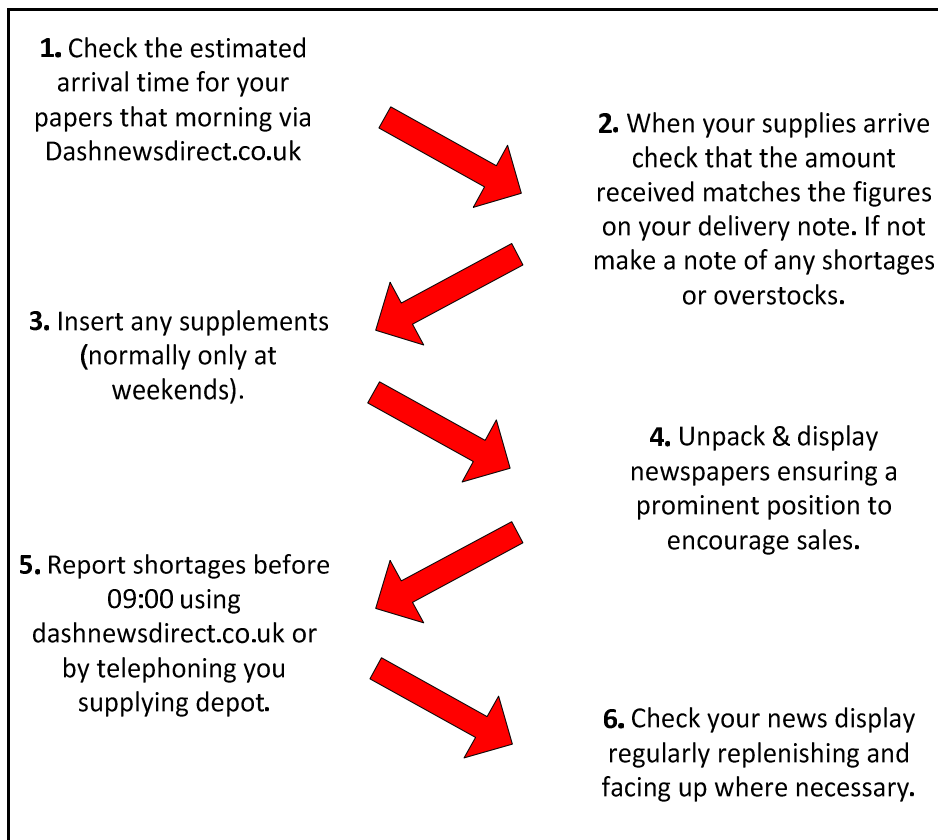
The Driver returns to the Dash depot and unloads the unsold copies.

These copies are then checked and recycled so that they can be used again to make another day's news



In the Morning

Below is a flow chart showing some of the basic procedures that should be completed when your newspapers arrive.



When my papers arrive

Once supplies have been delivered, these should be checked off using the attached delivery note. Please check the figure against the 'Total Supply'.

When collecting your supplies from the delivery point and taking them in store, please just check that your previous day's returns have been collected. If for any reason they are still with you, please contact us by 09:00am to ensure that credit is passed. If our driver has been unable to collect your returns for any reason they will leave you a note with the reason for non-collection or stamp your delivery note.

Discrepancies in your Supply?

In the unlikely event that the supplies you receive do not match the figures on your delivery note, either over or under supplied, or you have damaged copies, please notify us before 09:00 on the day of supply. You will then be supplied with replacement stock or issued with a credit.

When a title is running late

If a title is very late in arriving at our depot, it may need to be re-run. This means that all titles will be delivered as usual excluding the late title(s) which will then be delivered via a second delivery run.



Understanding your Delivery Note

Deliver to back door

DASH REDRUTH
UNIT 2 BARNCOOSE IND. ESTATE, BARNCOOSE, REDRUTH CORNWALL, TR15 3RQ
Phone: 01209 313130 Fax: 01209 313530

URN: 502963024593800

9001

Pack Sheets - LANDS END Drop 4

A STORE

99910000000011929

THE STREET, A TOWN Thursday, 7 May, 2009

Bundle	Title/Issue	Strap	Turns/ Copies	Odds Weight	Total	Returns	Issue	RV	Max
0	SUN Thur 07 May 2009 [0.30]		3/11	14.66	71		Thur 07 May 2009	0.30	71
0	*TIMES Thur 07 May 2009 [0.90]		1/2	4.79	11		Thur 07 May 2009	0.90	11

Returns Code: TP04R Total Odds Weight: 19.46 Rec No Of Odds Bundles: 2

This returns claim is a true statement of the quantities and issues enclosed herewith / 1

Signed: _____ Print: _____ Parcels: _____

Tear Here

Agents copy of Returns for 07/05/2009
LANDS END Drop 4

9001
A STORE

THE STREET, A TOWN

Title	Issue	RV	Returns	Max Returns
SUN	Thur 07 May 2009	0.30		71
TIMES	Thur 07 May 2009	0.90		11

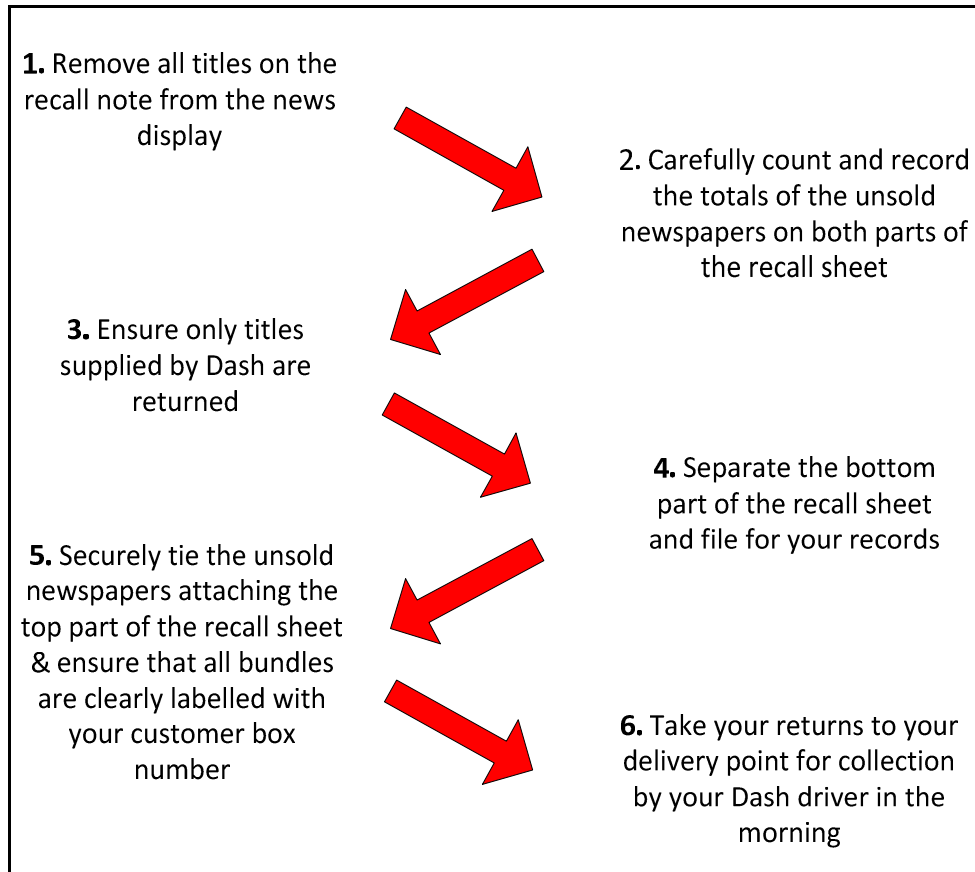
99910000000011929

1	Delivery details	This indicates to the driver where your supplies should be left
2	Box Number	This is your customer box number. Please use this number when contacting us
3	Address	Your delivery address
4	Full bundles	How many full bundles of a title you should have received
5	Returns declaration	When you have completed your returns, please sign here
6	Copy of returns	When completing your returns paperwork, detach this and keep for your records
7	Depot details	This is the address of the depot that you are supplied from
8	Store details	The store name, the delivery route & drop number are displayed here
9	Date	The date of supply
10	Totals	The total number of copies of each title you should receive
11	Returns box	When completing your returns this is where you record the total number of returns for that title



At the end of the day

Below is a flow chart showing some of the procedures that should be completed at the end of the day in order to return your unsolds for credit.



At Dash your delivery note also acts as your recall sheet. The bottom part of the delivery note/ recall sheet, once completed, should then be separated and kept for your records.

To complete your recall sheet simply count the remaining copies you have of a title and write that figure in the returns box on your delivery note/recall sheet (number 11 on the understanding your delivery note fact sheet). Once you have done this for all titles simply sign and print your name and write how many bundles you are returning in the spaces provided.

It is very important that you securely tie your bundles of unsolds as any copies that fall out may get lost and cannot then be credited.

If you have more than one parcel to return please ensure all parcels are clearly marked with your customer number. Please do not return more than one copy of your recall sheet.

Please ensure that you do not return product to the wrong wholesaler. This can easily be avoided if you only return titles listed on that day's recall sheet.



Understanding Voucher Returns

On Tuesday mornings you will receive along with your weekly invoice; a voucher recall sheet, as shown on the right. To complete this, simply count the vouchers you have and write the amount next to the relevant voucher.

If the voucher does not appear on the sheet there is space to write the name of the voucher along with the value and quantity.

To ensure credit appears on your next available invoice all vouchers must be returned by 9am on a Thursday morning.


You can return your vouchers to us in a number of ways.

1. Send your voucher envelope via Royal Mail Recorded Delivery.
2. Hand deliver them to the Dash depot where a receipt can be given.
3. Send them via Royal Mail's 1st or 2nd class service.
4. Send your vouchers back secured to your newspaper returns.

We cannot be held responsible for any vouchers that are lost. Therefore we recommend that you return your vouchers via either option 1 or 2.

DASH REDRUTH
 Unit 2 Barncoose 1st Elm, Barncoose, Redruth Cornwall
 Phone: 01209 313130 Fax: 01209 313530
Voucher Returns Note - LANDS END DROP 4

URN: 502963024593800

9001 **A STORE** 
 THE STREET, A TOWN 9995000000011945
Thursday, 7 May, 2009

VOUCHER DESCRIPTION	VALUE	RETURN	VOUCHER DESCRIPTION	VALUE	RETURN
Sat Sun 20p off:	0.21	<input type="text"/>	Sun 10p Discount	0.11	<input type="text"/>
SUN 10p VOUCHER	0.11	<input type="text"/>	SUN 20P DISCOUNT	0.21	<input type="text"/>
Sun Free Issue	0.31	<input type="text"/>	TIMES DISCOUNT VOUCHER	0.56	<input type="text"/>
TIMES FREE MONDAY TO FRIDAY	0.91	<input type="text"/>	TIMES FREE SATURDAY	1.51	<input type="text"/>
N.O.W. 30p Discount	0.31	<input type="text"/>	NOW 15P OFF	0.16	<input type="text"/>
NOW 30p Discount	0.31	<input type="text"/>	FREE SUNDAY TIMES	2.01	<input type="text"/>
SUNDAY TIMES DISCOUNT	1.01	<input type="text"/>	£1.00 OFF Brides in Cornwall	1.01	<input type="text"/>
£1.00 OFF CORNWALL TODAY	1.01	<input type="text"/>	Cornwall Today Discount	1.01	<input type="text"/>
FREE WEST BRITON	0.86	<input type="text"/>	FREE WEST BRITON	0.86	<input type="text"/>
FREE WEST BRITON	0.86	<input type="text"/>			

Please add any other vouchers to this section

VOUCHER DESCRIPTION	VALUE	RETURN	VOUCHER DESCRIPTION	VALUE	RETURN
		<input type="text"/>			<input type="text"/>
		<input type="text"/>			<input type="text"/>

Messages

Subject	Description
Vouchers	Please do not use staples when returning vouchers.
Vouchers	Please split all vouchers before returning. Thank you.

Total Quantity of Vouchers Returned: Total Value of Vouchers Returned:

This returns claim is a true statement of the quantities and vouchers enclosed herewith / I

Signed: _____ Print: _____



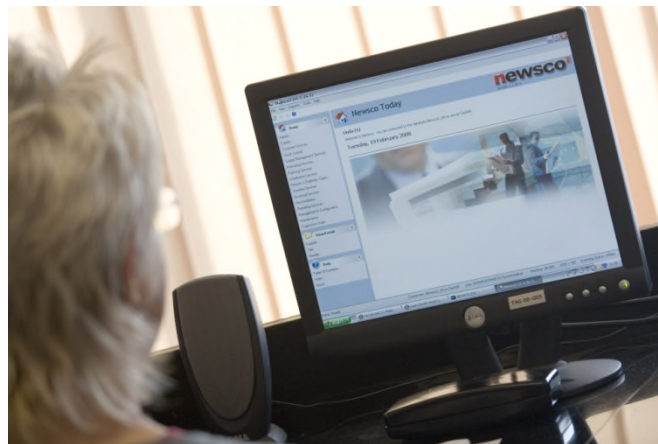
Newspaper Supply Allocations

The allocation of Newspapers uses a complex system of historical sales data, seasonality, national & local news stories and the estimated sale by post code. We have your previous sales data and your allocation will depend on the factors outlined above.

The allocation for News International titles is normally completed by the publisher using a system called Pressage but allows our news managers to input revisions to your supply requested by you. If you know of a local event that will change the estimated sale at your shop or the sales at your shop will change please contact us. For example you have increased or decreased your Home News Delivery (HND).

Deadlines for allocation change requests

Day of Issue	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Deadline for revisions 12:00	Friday	Monday	Tuesday	Wednesday	Thursday	Wednesday (16:00)	Wednesday (16:00)



Understanding your Invoice

The image shows four overlapping invoice documents. Red arrows with numbers 1 through 4 point to specific sections of the documents:

- 1** points to the 'Invoice Summary' document.
- 2** points to the 'Sundry Invoice' document.
- 3** points to the 'Sales Advice' document.
- 4** points to the 'Credit Note' document.

1	Invoice Summary	Here you can see a summary of your invoice. This also includes a remittance advice
2	Sundry Invoice	This is where all sundry charges are displayed. This includes CSC & TPI payments
3	Sales Advice	Here all newspaper supplies are listed by title and day
4	Credit Note	This lists credited items by title and day

Your weekly invoice will be delivered to you, along with your voucher returns note and any other information, with your newspapers on Tuesday morning of each week. This will show all supplies & credits from the previous Monday through to the Sunday.

The invoice will also show a breakdown of Carriage Service Charge (CSC), supplement handling allowances, any other standing charges and any products purchased on Dashnewsdirect.co.uk.

The easiest method of payment is Direct Debit. Direct debits are collected nine days following the date of invoice. Payments may also be made by cheque by the Friday, five days following the date of invoice.



Dash news direct

Dash news direct is a new easy to use website dedicated to newspaper retailers supplied by Dash. The website has been designed to give retailers vital information to help with the times sensitive business of selling newspapers.

These tools include:

- The ability to check each morning for the estimated arrival time of your papers.
- The printing of replacement documentation, such as recall sheets and voucher return forms.
- Access to your weekly invoice enabling you to print copies.
- A retailer forum to enable retailers to discuss the news trade.
- A 'contact us' section giving you the ability to report damaged copies and shortages, uncollected unsolds and any questions you may have.
- Access to the Dashnewsdirect shop where you will have access to over 2000 products at discounted prices, all held in stock for fast delivery.



www.dashnewsdirect.co.uk



Frequently Asked Questions

Q What if my full delivery is late?

Check for status updates on Dashnewsdirect.co.uk or telephone your supplying Dash depot.

Q What is the Status Line?

This is a recorded message you can choose to listen to when calling us. It is recorded every morning by the night manager giving details of that day's distribution.

Q What if part of my Newspaper delivery is running late?

If a title is running late then there will be an information letter delivered with your main delivery. The late title will then be delivered on a re-run.

Q What should I do if my supplies are incorrect?

If you are short or over supplied or receive titles not listed on your Delivery Note you should contact Dash either via Dashnewsdirect.co.uk or by telephone. All claims must be received by 09:00am on the day of supply.

Q What do I need to check the invoice against?

For this you should use the counterpart to the recall sheet.

Q What happens to titles that are not sold?

Unsold titles supplied on a Sale or Return (SOR) basis will be credited to your account when returned in accordance with our returns procedures and deadlines. These titles are always recycled.

Q What happens if I am late in returning a title for recall?

Always return the copies to Dash. If we are able to pass credit we will endeavor to do so.

Q What do I do if I don't receive any paperwork?

In the first instance check all bundles. If you still cannot find it blank recall sheets, voucher Returns notes & and your weekly invoice are all available to print from your account on Dashnewsdirect.co.uk.

Q What is Dashnewsdirect.co.uk

www.dashnewsdirect.co.uk is a dedicated website for our newspaper customers. The website has many features including, enabling you to check your estimated time of delivery for that day, re-print invoices, contact us & discuss any views you have on our retailer forum.



Daily Newspaper Checklist

In the morning

Tick when complete

- 1 Check www.dashnewsdirect.co.uk for today's estimated arrival time or ring your supplying Dash Depot and press option 1 to listen to the status line.
- 2 When supplies arrive check quantities received against delivery note, remembering to check all bundles, recording any discrepancies
- 3 Unpack & display newspapers ensuring a prominent position to encourage sales
- 4 Report any newspaper shortages or over supply to Dash using your account on dashnewsdirect.co.uk or via telephone
- 5 Regularly check your newspaper display and ensure all copy is tidy, promoting extra sales

At the end of the day

- 6 Remove all daily titles and any weekly titles on that day's recall note from the news display
- 7 Carefully count and record the totals on both parts of the recall sheet
- 8 Separate the bottom section of the recall sheet and file for your records
- 9 Securely tie the unsold newspapers ensuring the recall note is attached and that all bundles are clearly labelled with your customer box number
- 10 Take all returns to your delivery point for collection by your Dash driver in the morning

