



Tony Mineart: Newspaper Merchandiser of the Year Award

Thank you for participating in the 2009 Tony Mineart Merchandiser of the Year Program. Please fill out a form for each merchandiser you wish to nominate. For multiple nominations please copy the form. For an electronic copy, please e-mail Jeff Gibson @ jgibson99@dnps.com. You may attach additional reports, graphics, data and any other items that support your case. Please return the form by fax 586-826-7066 or email to Jeff Gibson at jgibson99@dnps.com or you may mail to Detroit Media Partnership 615W. Lafayette Blvd, Detroit MI 48226. Attention Jeff Gibson Circulation

Please fill out all the contact information on the form as your entry will be used in a single copy partnerships collection.

Name of Your Newspaper:

CATEGORY:

Please circle or check only 1 category

- Convenience Store Drug Store Grocery Store
- Mass Merchandiser (Kmart, Wal-Mart, Big Lots, BJ's, etc.) Restaurant
- Other/Non-Traditional Merchandiser
(dollar stores, cleaners, auto centers, health centers, home improvement stores etc.)

Are other newspapers for sale at this location?

- Yes No

General Nomination Guidelines

The awards are to be presented to the retailers who model the industry's cutting edge. For example, retailers who are open to co-promotions, newspaper specific promotions or in general, the retailer who does the best overall and on-going job of promoting and merchandising newspapers in their stores.

Please complete all contact information below.

Nominee/Retailer: _____

Retailer Point of Contact: _____

Title: _____

Phone: _____ E-mail _____

3. **The People:** Names and positions of the specific store and newspaper employees who are responsible for the promotion.

NAME	TITLE	COMPANY

4. **A. The Results for the Newspaper (year-over-year):** All the data in reference to the overall sales increase, the start dates, the ending dates and any other benefits obtained from the program.

B. How has the relationship improved after the promotion (residual sales, sustained sales overall, development of your relationship with the retailer)?

5. **The Results for the Retailer:** Qualitative and quantitative success experienced by the retailer as a result of the program.

Name of Individual Nominating: _____
 Title: _____
 Newspaper: _____
 City: _____ State: _____
 Daily Circulation: _____ Sunday Circulation: _____
 Phone: _____ e-mail: _____

***Please attach additional pages if necessary.** Be sure to include other supporting promotional materials in hardcopy or electronic format. **Nominations are being accepted year-round. Official judging occurs in December and winners are announced in late January. To have your nomination considered for 2009 it must be received by November 20th, 2009. Nominations received after Nov. 20th will be entered in the 2010 awards.**