

October 15, 2018

Scan Coordinator  
Retailer  
Street Address  
City, State, Zip

PROMO REFERENCE: #37787, #37788  
#37789, #37790  
#37791, #37792  
#36439

## IGA NATIONAL DIGITAL AD

**ANNOUNCING SEVEN NATIONAL PROMOTIONS FOR IGA STORES:  
PROMOTE SELECT PRODUCTS FOR TWO WEEKS  
BETWEEN OCTOBER 21 – NOVEMBER 3, 2018**

**Promo #37787: October 21 – November 3, 2018 TWO WEEKS**

Promoted Product(s)		Unit UPC#	Offer	Payback per Unit
Folgers 1850 Ground Coffee:			Get \$1.00 off when you buy One (1) 1850 Coffee K-Cups or Bag Item	\$1.00
Lantern Glow Light Roast, 12 oz	25500-60513			
Pioneer Blend Medium Roast, 12 oz	25500-60514			
Trailblazer Medium Dark Roast, 12 oz	25500-60515			
Black Gold Dark Roast, 12 oz	25500-60516			
Folgers 1850 Iced Coffee:				
Mocha, 13.7 oz	25500-60519			
Vanilla, 13.7 oz	25500-60520			
Sweet Cream, 13.7 oz	25500-60521			
Folgers 1850 K-Cup 10 ct:				
Lantern Glow Light Roast	25500-60504			
Pioneer Blend Medium Roast	25500-60506			
Trailblazer Medium Dark Roast	25500-60507			
Black Gold Dark Roast	25500-60508			
Folgers 1850 K-Cup 16 ct:				
Lantern Glow Light Roast	25500-60509			
Pioneer Blend Medium Roast	25500-60510			
Trailblazer Medium Roast	25500-60511			
Black Gold Dark Roast	25500-60512			
Folgers 1850 Whole Bean Coffee:				
Pioneer Blend Medium Roast, 12 oz	25500-60517			
Black Gold Dark Roast, 12 oz	25500-60518			

**Promo #37788: October 21 – November 3, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Premium Round Saltines:		Get \$1.00 Off when you buy Two (2) Premium Saltines	\$1.00
Original, 10 oz	44000-03316		
Whole Grain, 10 oz	44000-03318		
Premium Saltines:			
Unsalted Top, 16 oz	44000-00055		
Saltine, 16 oz	44000-00057		
Minis, 11 oz	44000-01777		
Soup/Oyster, 10 oz	44000-02477		
Fresh Stacks, 13.6 oz	44000-02681		
Whole Grain, 10 oz	44000-05495		

(Over, please)

**Promo #37789: October 21 – November 3, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>Hershey's Snack Size Bags:</b>		<b>Get \$1.00 Off when you buy Three (3) Snack Size Bags</b>	<b>\$1.00</b>
Heath Snack Size, 11.5 oz	10700-06210		
Payday Snack Size, 11.6 oz	10700-70810		
Mounds Snack Size, 11.3 oz	34000-02010		
Almond Joy Snack Size, 11.3 oz	34000-02040		
York Peppermint Pattie Snack Size, 11.4 oz	34000-02070		
Hershey's Milk Chocolate Snack Size, 10.35 oz	34000-07053		
Hershey's Cookies 'n' Creme Snack Size, 10.35 oz	34000-07072		
Hershey's Milk Chocolate Glow in the Dark Snack Size, 9.45 oz	34000-07084		
Kit Kat Glow in the Dark Snack Size, 9.8 oz	34000-07699		
Kit Kat Dark Chocolate Snack Size, 9.8 oz	34000-07736		
Kit Kat Orange Snack Size, 10.29 oz	34000-07740		
Kit Kat Snack Size, 10.78 oz	34000-08752		
Hershey's Milk Chocolate w/Almonds Snack Size, 10.35 oz	34000-09256		
Take Five Snack Size, 11.25 oz	34000-38626		
Reese's Peanut Butter Snack Size, 10.5 oz	34000-40211		
Reese's Peanut Butter Cups Glow in the Dark Snack Size, 9.35 oz	34000-40221		
Reese's Minis Peanut Butter Cups Snack Size, 9.8 oz	34000-47033		
Reese's Peanut Butter Pumpkins Snack Size, 10.2 oz	34000-47374		
Reese's White Peanut Butter Ghost Snack Size, 10.2 oz	34000-47390		
Reese's Peanut Butter Spooky Eyeballs Snack Size, 9.8 oz	34000-47859		
Reese's Peanut Butter Cup w/Pieces Snack Size, 9.6 oz	34000-48505		

**Promo #37790: October 21 – November 3, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Unit
<b>IGA Frozen Self-Rising Pizza:</b>		<b>Get \$1.00 off when you buy One (1) IGA Frozen Self- Rising Pizza</b>	<b>\$1.00</b>
3 Meat	41270-06430		
4 Cheese	41270-06431		
Pepperoni	41270-06432		
Supreme	41270-06433		

**Promo #37791: October 21 – November 3, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Unit
<b>IGA Shredded Cheese, 8 oz:</b>		<b>Get \$0.50 off when you buy One (1) IGA Brand Shredded Cheese 8 oz</b>	<b>\$0.50</b>
Colby Jack Fancy Reclosable	41270-01305		
Taco Blend Fancy Reclosable	41270-01458		
Mexican Blend Fancy Reclosable	41270-01459		
Mozzarella P/S Fancy Reclosable	41270-01534		
Cheddar Mild Fancy Reclosable	41270-02222		
Cheddar Mild Reclosable	41270-02586		
Mozzarella P/S Reclosable	41270-02587		

**Promo #37792: October 21 – November 3, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
<b>Mini Can 6 pk:</b>		<b>Get \$1.50 off when you buy One (1) Mini Can 6pk or 10pk &amp; One (1) Pop Secret Item</b>	<b>\$1.50</b>
Coke	49000-06101		
Sprite Zero	49000-06102		
Fanta Orange	49000-06103		
Coke Zero	49000-06104		
Diet Coke	49000-06105		
Sprite	49000-06106		
Cherry Coke	49000-07230		
Fanta Strawberry	49000-07384		
Fanta Berry	49000-07386		
Fanta Grape	49000-07387		
Fanta Pineapple	49000-07388		
Fanta Green Apple	49000-07627		
<b>Mini Can 10 pk:</b>			
Coke	49000-06721		
Diet Coke	49000-06722		
Coke Zero	49000-06723		
Sprite	49000-06724		
Fanta Orange	49000-06726		

**Promo #37792 (CON'T): October 21 – November 3, 2018 TWO WEEKS**

Promoted Product(s)	Unit UPC#	Offer	Payback per Bundle
Pop Secret 10 Count:		Get \$1.50 off when you buy One (1) Mini Can 6pk or 10pk & One (1) Pop Secret Item	\$1.50
Extra Butter	23896-13890		
Movie Theater Butter	23896-17850		
Homestyle	23896-17860		
Snack Homestyle	23896-22750		
100 Cal Butter	23896-42065		
100 Cal Kettle	23896-42066		
Kettle Corn Kidz Snack Size	23896-42201		
Butter Kidz Snack Size	23896-42202		
Kettle Corn Kidz Snack Size	23896-42201		
Snack Movie Theatre Butter	23896-52920		
100 Cal Butter Snack Size	23896-80018		
Pop Secret 12 Count:			
Extra Butter	23896-13894		
Movie Theater Butter	23896-17854		
Homestyle	23896-17864		
Butter	23896-17874		
Kettle Corn	23896-17884		
Butter	23896-80016		
Double Butter	23896-80017		
100 Cal Homestyle	23896-80019		
Kettle Corn Snack Size	23896-80020		
Movie Theater Butter Snack Size	23896-80021		
Homestyle Snack Size	23896-80022		
100 Cal Fat Free	23896-80023		
Pop Secret 3 Count:			
Extra Butter	23896-16670		
Sea Salt	23896-24500		
Homestyle	23896-24680		
Double Butter	23896-28786		
Sweet 'n Crunchy Caramel	23896-29940		
Kettle Corn	23896-29960		
Jumbo Butter	23896-36260		
Jumbo Movie Theatre butter	23896-36270		
94% Fat Free	23896-45170		
Light Butter	23896-49770		
Kettle	23896-49860		
Butter	23896-49990		
Movie Theatre Butter	23896-57690		
Popfetti	23896-69690		
Pop Secret 4 Count:			
100 Cal Butter Snack Size	23896-29182		
100 Cal Kettle Corn Snack Size	23896-29183		
Pop Secret 6 Count:			
Extra Butter	23896-16680		
Sea Salt	23896-24510		
Homestyle	23896-24690		
Double Butter	23896-28787		
Jumbo Butter	23896-36240		
Movie Theater Butter	23896-42199		
94% Fat Free	23896-45180		
Butter	23896-49850		
Movie Theatre Butter	23896-57700		
Pop Secret Bag:			
Movie Butter Guardians, 3 oz	09454-65775		
Movie Butter Disney, 3 oz	09454-65887		
Unflavored Disney, 3 oz	09454-65888		
Butter Frozen, 3 oz	09454-65972		
Butter Marvel, 3 oz	09454-66329		
Movie Butter Marvel, 3 oz	09454-66330		
Movie Butter Marvel, 3 oz	09454-66332		
Homestyle Butter, 3.6 oz	23896-11791		
Kettle Corn, 4.5 oz	23896-11792		
White Cheddar, 5 oz	23896-11793		
Salted, 3.4 oz	23896-11794		
Pop Secret Kernels:			
Kernels, 30 oz	23896-17700		

**Promo #36439: October 21 – November 3, 2018 TWO WEEKS – Please note the below offer was released nationally on 6/20/18. IGA Stores have coordinated advertising support for two weeks in October/November, however the program can be executed for an additional 2 weeks through the end of December.**

Promoted Product(s)	Unit UPC#	Offer	Payback per Unit
<b>Ivory Soap, 3 pk:</b>		<b>Get \$0.25 off when you buy One qualifying Ivory Soap 3pk item</b>	<b>\$0.25</b>
Aloe, 3.1 oz	37000-00053		
Original, 3.1 oz	37000-32136		

**AVAILABLE TO:** IGA Retailers

**TIMING:** October 21- November 3, 2018 **TWO WEEKS**

**SUMMARY:** During the two weeks between October 21 – November 3, 2018, if you promote any of the above products as referenced in the offer column, then Scanner Applications will reimburse you for your execution (up to the reimbursement amount specified) for all bundled sales.

**DATA:** After your promotion, Scanner Applications will need a few pieces of information in order to calculate the amount of your reimbursement. Send this detail (*nothing handwritten*) in the easiest manner for you, and we will endeavor to work with the data format you provide. Please forward the following:

**Promo's #37787, #37790, #37791 & #36439:**

- Number of units sold to end consumers during your promotion period via a dated scan movement report.
- Promoted retail price of promoted UPCs during your promotion period.
- Regular retail price of promoted UPCs.

**Promo's #37788, #37789 & #37792**

- Final count on all multiples sold to end consumers. Utilize POS that reports the multiple purchases ["Buy 3 qualifying products, get \$3.00 (or similar)] via PLU#, mix-match report, Frequent Shopper Card data, or coupon count report.
- Scan report showing TOTAL units of above products sold to end consumers during promotion period.

You may find our Retailer Reimbursement Checklist helpful (but not required) in organizing your data.

<https://secure.scanapps.com/checklist.pdf>

**PAYMENT:** Submit this documentation to Scanner Applications, Inc. within 45 days of your promotion's end and Scanner Applications will reimburse you, typically within five business days from receipt of your complete data. You will be paid via direct check or ACH electronic payment for your performance on these events.

**SEND DATA TO:**

<b>Mailing Address:</b>	<b>Email:</b>	<b>Fax:</b>
Scanner Applications, Inc	<a href="mailto:claims@scanapps.com">claims@scanapps.com</a>	513-248-5888
400 Milford Parkway		
Milford, OH 45150-9114		

**QUESTIONS:** Should you have any questions, please call our Retailer Services Department at 800-756-5353.

**NON-SCAN:** Retailers who cannot provide scanner data may be eligible to execute through alternative options. To see if you qualify, please call 800-756-5353 and ask for our Retailer Services Department.

In order to qualify, you must buy a quantity of the promoted item(s) from your primary supply source for this promotion which is at least equal to the number of units you have claimed for payment. Your submission of data to us confirms the right of Scanner Applications, Inc. or its designated representatives or agents to audit your purchases and/or POS transaction records on reasonable notice to confirm the accuracy of the information submitted. Incomplete or irregular data may result in delay or denial of payment. A complete version of the redemption policy can be found at <http://scanapps.com/about-us/redemption-policy-statement/>.

Note: Unless otherwise stated on this offer, retailers who receive multiple offers through Scanner Applications may not submit multiple claims on programs for the same UPC's during the same time period.

## Corporate IGA Team

46456



### Go Green & Get Green Faster!

**Communication** - Sign up to receive offers electronically by going to [requests@scanapps.com](mailto:requests@scanapps.com)

**Claim** - Save a stamp and get paid faster. Submit electronically to: [claims@scanapps.com](mailto:claims@scanapps.com)

**Credit** - Have your earnings deposited directly to your account by visiting <https://secure.scanapps.com/process/ach/>