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Transport NSW/Sydney Trains
Level 1, 2-14 Elsie Street Burwood NSW 2134

Tuesday 2, Apr 2024

Dear Transport NSW/Sydney Trains,

Please find details of your requested strategic marketing proposal below.

Job Reference: 37249
Quote Reference: 37328
Item Description: Central to North Sydney (WK40 to WK44) Buffer for North Sydney only. Lavender Bay Siding must be fully covered. Delivery is via North Shore line.
Material: A4-080gsm
Dwelling Summary: Residential - Houses Only, Units Only, Unit 100%, Government/Official Business - Industrial, Commercial, Retail Including/Excluding No Junk Mail
Start Deadline: 25 Mar 2024 - 29 Mar 2024

This quotation is valid for 14 days only

Targeted Territories:

| Territories | Dwellings | Residential Dwellings | Business Dwellings |
|---|---------------|-----------------------|--------------------|
| NS001-Central - Town Hall | 8,806 | 3,000 | 1,000 |
| NS002-Town Hall - Wynyard | 5,886 | 200 | 2,000 |
| NS003-Wynyard - Milsons Point | 4,596 | 2,535 | 2,061 |
| NS004FR-Milsons Point-North Sydney | 2,969 | 1,739 | 1,230 |
| North Sydney-Milsons Point FR 500m-North Sydney-Milsons Point FR 500m | 7,873 | 5,421 | 2,452 |
| Total: | 30,130 | 12,895 | 8,743 |
| Volume to Supply: | | <u>12,895</u> | <u>8,743</u> |

Pricing Structure:

| Item Description | Item Price (Standby) |
|---------------------------|----------------------|
| Distribution | \$1,947.42 |
| (avg per 1000) | (\$90.00 /1000) |
| Printing | \$1,741.62 |
| Additional Charges | |
| GPS Audit | \$100.00 |
| | Item Price (Standby) |
| Total Cost ex GST | \$3,789.04 |
| Total Cost inc GST | \$4,167.94 |

Digital Category:

| Category | Hours | Time/Hour | Discount | Bonus | Total Price | Description |
|----------|-------|-----------|----------|-------|-------------|-------------|
|----------|-------|-----------|----------|-------|-------------|-------------|

Printing**Specifications:**

Black & White - Single, 80 gsm, Gloss , A4-080gsm

Notes:

TERMS AND CONDITIONS

If you wish to proceed you will need to complete a booking form (which contains other relevant information) and return it to GDR within the booking time frame specified.

In some instances GDR can accept later bookings but they may incur a surcharge.

Our terms require that:

Bookings must be confirmed in writing at least three weeks prior to the start of the project.

All material must be delivered to our warehouse in Sefton for any booking in NSW or another specified address for other states, no later than two weeks prior to the start date.

The invoice must be paid in full at the commencement of the project or else the project including distribution will not commence.

GDR Complaints Policy - Distribution Only

Complaints must be received within 48 hours of completion of the project in order for GDR to verify and investigate. Clients must provide GDR with names and addresses of streets or addresses in question so that GDR can undertake a thorough audit of the distribution and provide a comprehensive report on the findings.

Any complaints received after 48 hours will not be investigated because statistics show that residents have poor retention for this information and are unable to recall accurately if they have received a piece of advertising in the mail or not after this time period. Therefore investigating more than 72 hours after a distribution will not provide an accurate report.