

PSM

July 1, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-90

SUBJECT: DeCA National Title Magazine Rack Program 2011

The purpose of this Notice to the Trade (NTT) is to notify Industry that a round table discussion will be held on July 25. The round table discussion is scheduled for 1:-3 p.m., at the Defense Commissary Agency, 1300 E Avenue, Fort Lee, Virginia 23801, Multipurpose Room 6. All interested magazine publishers are invited to attend this round table. The purpose of this meeting is to discuss concerns, suggestions, and questions as they relate to the DeCA Magazine Front-End Program. If unable to attend, interested parties may submit their comments to Mr. Wood by mail or by e-mail no later than July 20.

Topics for discussion include, but are not limited to, the following:

- New Magazine Racks for 2011/12 Roll Out (CONUS and OCONUS)
- Magazine Rack Coordinator
- Cost and Delivery Schedules of Racks
- Selection of Magazine Titles
- Pocket Charges and Initial Placement Offers (IPO)
- Retail Display Allowance (RDA) Pass Through
- Checkout Schematic

Point of contact for this NTT is Mr. Bill Wood, Category Manager, at 804-734-8000, extension 4-8222, or william.wood@deca.mil.

//signed//
Christopher T. Burns
Director of Sales