# New! eMerch Weekly Ads & Surveys

October, 2012



Background

Benefits

**Business Tool Functionality** 

**Next Steps** 

# Background

- eMerch umbrella has been around for 10+ years
- Existing Weekly Ads and Surveys have an "old" look and feel with multiple pages requiring multiple clicks to access relevant information
- Older technology impacting response time
- Limited to IE (Internet Explorer) browser

## One place to manage orders

- The New! Weekly Ads & Surveys application is a replacement of Weekly Ads & Surveys for single store users
  - Provides enhanced store ordering capabilities
  - More efficient order management
  - Robust searching, filtering and sorting capabilities to support front page, high sales and store displays
- New technology allows for use with desktop and iPad
  - Supported by multiple browsers (Firefox, IE, Safari)



## *New! Weekly Ads & Surveys* Event Selection

The New! Weekly Ads & Surveys application allows users to easily search and select from a listing of Weekly Ad and Survey events

- Facet functionality allows users to filter for events by:
  - Event Status (Orderable, Expired, Future\*)
  - Event Type (Weekly Ad, Survey)
  - Order Window Ends (Within '##' days)
  - Organization\*
  - Product Group
- Searching and sorting options within results
- Visibility to existing orders
  - View by summary or detail
  - Existing business lockout rules apply to editing orders

## **Event Selection**

#### Weekly Ads & Surveys

Store Number: 0640193 Store Name: ALBERTSONS - SAVON #193, BOISE, ID 83705

#### « Hide Filters

Narr Eve Clea

Clear Within

Clear

GROCERY PRODUCE MEAT FROZEN FOOD DAIRY RAKERY

Survey

Order Window Ends

Organization \*

Product Group \*

days

Select All

Next Cancel

Weicome hhmap1 | SVConnect Portal | Help | Logout

| My Selections   | Clear All    | Sele   | ect An Event  |       |                     |            |                               |                                       |              |
|---|--------------|--------|---|-------|---------------------|------------|-------------------------------|---------------------------------------|--------------|
| Event status: Orderable events<br>Event type: Weekly Ad | 0            | Events | s 1-7 of 7  | First | Prev   1   Next   L |            | Events Per Page: 10 25 50 100 |                                       |              |
| Product group: GROCERY<br>Product group: PRODUCE        |              |        | Event Name  | ÷     | Event Type          | My Order   | Order Begin Date              | Order End Date                        | Event Number |
| Product group: MEAT                                     | •            |        |   |       | 1                   |            |                               | i i i i i i i i i i i i i i i i i i i |              |
| Product group: FROZEN FOOD Apply Filters                | • -          | 0      | IMW_Wk31_STD_092612_v<br>09/26/12 - 10/02/12          |       | Weekly Ad           | Review     | 08/24/12                      | 08/29/12                              | 918-001612   |
| Narrow Results By                                       | Collapse All | 0      | F13 Wk 39-40 BiWeekly Displays<br>11/19/12 - 12/16/12 |       | Weekly Ad           | Review     | 08/29/12                      | 09/04/12                              | 918-001554   |
| Event Status *  | V            | 0      | Thankgiving SMKD/FZ Meat PRE 1<br>11/05/12 - 11/10/12 |       | Monkh Ad            |            | 09/20/12                      | 09/05/12                              | 918-001764   |
| Clear<br>Orderable events                               | Select All   | 0      | Thanksgiving Fresh Meat PRE 2<br>11/12/12 - 11/17/12  | • C   | lick the 'Review    | 09/05/12   | 918-001765                    |                                       |              |
| Future events   |              | 0      | Christmas Fresh Meat #1<br>12/06/12 - 12/08/12        | fc    | or items within a   | associated | event                         | 09/05/12                              | 918-001766   |
| Expred events   |              | 0      | Christmas Fresh Meat #2<br>12/13/12 - 12/15/12        |       | incomprod           |            |                               | 09/05/12                              | 918-001767   |
| Event Type *<br>Clear                                   | Select All   | 0      | Christmas Fresh Meat #3<br>12/17/12 - 12/22/12        |       | Weekly Ad           |            | 08/29/12                      | 09/05/12                              | 918-001768   |
| Weekly Ad   |              |        |   |       |                     |            |                               |                                       |              |

- Add or remove 'My Selections' ٠
- Use the facets on the left side of the Event • Selection page to update My Selections
- Click 'Apply Filter' to apply updated selections ٠
- My Selections most recently applied are . "remembered" the next time this page is accessed

# & Surveys

## *New! Weekly Ads* **Review Orders**

Welcome hhmap1 | SVConnect Portal | Help | Logout

#### Weekly Ads & Surveys

DEDTODAIC - CAUGN #103 DOICE ID

| Rev              | iew Orde     | r                |                         |                              |         |                         |                     | Close Window       |
|------------------|--------------|------------------|-------------------------|------------------------------|---------|-------------------------|---------------------|--------------------|
| s<br>Displa      | y Orders By: | 🗇 Detail 💿 Summ  | ary                     |                              |         |                         |                     | Save Cancel        |
| Ad Even          | t Totals     | Total Cases: 369 | Total Cube: 493.63      | Total Cost (Dollars): \$11,7 | 6.09    | Total Retail (Dollars): | \$14,564.62         | Refresh            |
| CEF<br>DUC Items | 1 - 10 of 24 | 5                | First   Prev   1 2 3    | 4 5 6 7 8 9 10   Next        | Last    |                         | Items Per           | Page: 10 25 50 100 |
|                  | Item         | Brand            | Description             |                              | Pack    | Size                    | SV/Vendor<br>Pallet | Qty                |
|                  | 1009018      | ALB              | DELX SHLS N C           | HDDR                         | 12      | 120Z                    | 70/1                | 1 ^                |
|                  | 1014158      | ALBERTSON        | NAT SPRING W            | ATER                         | 12      | 33.8FZ                  | 66/66               | 10                 |
|                  | 1027721      | CARLITA          | FAJITA TORTILL          | A 8"                         | 12      | 15.50Z                  | 60/90               | 2                  |
|                  | 1035765      | ESSEVRYDY        | SPAGHETTI               |                              | 20      | 16 OZ                   | 20/80               | 1                  |
|                  | 1035799      | ESSEVRYDY        | THIN SPAGHET            | π                            | 20      | 16 OZ                   | 60/80               | . 1                |
|                  | 1036003      | ESSEVRYDY        | EE PASTA SHLL           | SMED                         | 12      | 16 OZ                   | 36/54               | 1                  |
|                  | 1036029      | ESSEVRYDY        | ROTINI                  |                              | 20      | 16 OZ                   | 24/36               | 1                  |
|                  | 1036037      |                  |                         |                              |         |                         |                     | 1                  |
| E                | 1036110      | Displa           | ay Orders By 'De        | tail' to view each inc       | lividu  | al order for item       | s within            | 1                  |
|                  | 1036128      | the ev           | ent<br>av Orders By 'Su | mmary' (default) to y        | viow a  | a summary of all        | orders for          | 1 -                |
|                  |              | the ite          | ems within the ev       | rent                         |         |                         |                     |                    |
|                  |              | •                | total (summary          | der quantity to view         | each    | order that make         | s up the            |                    |
|                  |              | Existin          | ng business lock        | out rules apply when         | n editi | ing orders              |                     |                    |
|                  |              | Event            | Totals are displa       | ayed at the top of the       | e Rev   | view Order popu         | р                   |                    |
|                  |              | •                | Click Refresh a         | after order adjustme         | nts ha  | ave been saved          | to view             |                    |

# **Order Item Highlights!**

- Expand or collapse promotions to show/hide items (expand all or by promotion)
- New orders can be "flooded" from the promotion to items within the promotions or entered by item
- Ability to add delivery dates at the promotion and/or item level
- Existing orders can be adjusted at the same time new orders are created (when displaying maximum details)
- Custom history to view historical store shipments from the warehouse and \*cases/units sold (\*where POS data is available)
- Sort, ad placement and delivery date options are now available on the ordering page (one less page to navigate)

## *New! Weekly Ads & Surveys* Event Ordering

- Facets to filter for the promotions you want to view:
  - Ad Placement (FRONT, BACK, FEATURE, SUBFEATURE, etc.)
  - Department (hierarchy based on store type Retail/Supply Chain)
  - Display Class (used with Display Planning)
  - Promotion Attributes (Display Images, Purchase Flag On, Limited Order Days, Pallet Item Only, National Brand and Private Brand)
  - Source of Supply (Warehouse/DSD)
- Display Options allow customization (item detail, promotion/item sort)
- Event Totals displayed for cases, cube, cost and retail dollars
- Item Group Lookup to select specific promotions to view
- Set Default Delivery Date
- Scroll Save submits orders when scrolling ordering page

## My Selections (Promotion Filtering)

Welcome hhmap1 | SVConnect Portal | Help | Logout

#### Weekly Ads & Surveys

Store Number: 640193 Store Name: ALBERTSONS - SAVON #193, BOISE, ID 83705

| « Hide Filters   |                    | Find                   | Another Event   | View Event Attac           | hments     | Download Event                           | Review     | Orders                                | Submit Order         | rs Cancel             |
|--|--------------------|------------------------|---|----------------------------|------------|--|------------|---------------------------------------|----------------------|-----------------------|
| My Selections  | Clear All          | Order Items            | Event #: 918-001  | 708 IMW_Wk40_STD_          | 112812_v I | Date: 11/28/12 - 12/04/12                |            |                                       |                      |                       |
| Ad placement: FRONT<br>Ad placement: BACK<br>Ad placement: FEATURE<br>Ad placement: SUBFEATURE |                    | Display Options        | Display Items With <ul> <li>Minimum Details</li> <li>Maximum Details</li> </ul> | Display By<br>SV item code | •          | Sort Promotions By<br>Index (Department) | -          | Hide<br>Sort Items By<br>SV item code | e Display Options    | And Events Totals     |
| Ad placement: TEMP PRICE REDCU<br>Ad placement: XTREME VALU BUY                                | Y O                | Event Totals           | Total Cases: 53   | Total Cube: 59             | .34        | Total Cost (Dollars): \$3,1              | 69.60      | Total Retail (D                       | Oollars): \$4,295.34 |                       |
| Ad placement: LINE Apply Filters   | • -                | Promotions 1 - 25 of   | 487   | Add or remov               | /e 'My S   | Selections' criteria                     |            |                                       | Promotions           | Per Page: 10 25       |
| Narrow Results By  | Collapse All       | Refresh Projection     | n Totals 🕓 I  | Use the face               | ts on the  | e left side of the O                     | rder Iten  | ns page to                            | )                    | EXPand All            |
| Ad Placement*  |                    |                        | Drome Deta  | update My Se               | election   | S  |            |                                       | Sales Histo          | ry                    |
| FRONT  | Select All         |                        |   | Click 'Apply F             | Filter' to | apply updated sel                        | lections   |                                       | Store Units<br>Sold  | Whse Cases<br>Shipped |
| BACK   | =                  | BABY BASICS JU         | IMBO DIAPERS  | My Selection               | s most i   | ecently applied ar                       | e "reme    | mbered"                               | Get Custor           | n History             |
| FEATURE  |                    | Placement: SUBF        |   | the next time              | page is    | accessed                                 |            |                                       | 3/22/12 - 08/        | 28/12)                |
| SUBFEATURE   |                    | Promo Gross Profit:    | 25.97%  |                            |            |  |            |                                       |                      |                       |
| TEMP PRICE REDCU   | _                  | Regular SRP: \$7.99    |   |                            |            | Distribute Order Quanti                  | ity        | -                                     |                      |                       |
| W STREET VALUE DUSZ  | <u> </u>           | Display Class:         |   |                            |            | Same Quantity For Ea                     | ach Item   | 7                                     | 25                   | 27                    |
| Department   | D                  | Total Cost (Dollars    | s): \$245.75  |                            |            | Based On Sales Histo                     | ory        |                                       |                      |                       |
| Display Class *  | D                  | Total Promo Retai      | il (Dollars): \$367.54<br>:UTS PASTA 8-16 OZ.                                   |                            |            | Use Recommended C                        | luantities |                                       | 🚱 Get Custor         | n History             |
| Promotion Attributes *   | $\bigtriangledown$ | Promo Price: 2/ \$5.0  | D   |                            |            |  |            |                                       |                      |                       |
| Clear  | Select All         | Promo Gross Profit:    | 46.47%  |                            |            |  | -          |                                       |                      |                       |
| Display Images   | Â                  | Coupon: N/A            |   |                            |            | Distribute Order Quanti                  | ity        |                                       |                      |                       |
| Purchase Flag On   |                    | Display Class:         |   |                            |            | Same Quantity For Ea                     | ach Item   |                                       |                      |                       |
| Pallet Item Only   | =                  | Total Cost (Dollars    | s):   |                            |            | Based On Sales Histo                     | ory        |                                       |                      |                       |
| National Brand   |                    | Total Promo Reta       | il (Dollars):   |                            |            |  | luantities |                                       | Get Custor           | n History             |
| Detector Decent  | *                  | Placement: FEAT        | A31A 14.3 02  |                            |            | 112412                                   | -          |                                       | Gutterstor           | matory                |
| Source Of Supply *   |                    | Promo Price: 2/ \$5.00 | 0   |                            |            |  |            |                                       |                      |                       |
| Clear  | Select All         | Regular SRP: \$3.19    | 39.00%  |                            |            |  | -          |                                       |                      |                       |
| Warehouse  |                    | Coupon: N/A            |   |                            |            | Distribute Order Quanti                  | ity        |                                       |                      |                       |
| DSD  |                    | Display Class:         |   |                            |            | Same Quantity For Ea                     | ach Item   |                                       |                      |                       |

# & Surveys

## *New! Weekly Ads* | Display Options/Event Totals

### Weekly Ads & Surveys

|  |  |                               |   | Welcome hhmap1   SVConnect Portal   Help   Logou   |  |  |  |  |  |  |
|--|--|-------------------------------|---|--|--|--|--|--|--|--|
| Store Number: 64019  | 3 Store Name: ALBER  | TSONS - SAVON #193, BOISE, ID | 83705   |  |  |  |  |  |  |  |
| Show Filters »   |  | Find Anothe                   | er Event View Event Attachments Downloa   | ad Event Review Orders Submit Orders Cancel  |  |  |  |  |  |  |
| Order Items  | Event #: 918-0017  | 708 IMW_Wk40_STD_112812_v     | Date: 11/28/12 - 12/04/12   | Show My Selections<br>Hide Display Options And Events Totals   |  |  |  |  |  |  |
| Display Options  | Display Items With <ul> <li>Minimum Details</li> <li>Maximum Details</li> </ul>  | Display By<br>SV item code    | Sort Promotions By         Sort Items By           Index (Department)   | Go   |  |  |  |  |  |  |
| Event Totals   | Total Cases: 53  | Total Cube: 59.34             | Total Cost (Dollars): \$3,169.60 Total Retail (Dollars):  | \$4,295.34   |  |  |  |  |  |  |
| Promotions 1 - 25 or<br>Refresh Projection<br>BABY BASICS JU<br>Placement: SUBF<br>Promo Price: \$7.99<br>Promo Gross Profit:<br>Total Cost (Dollar<br>Total Promo Reta<br>BARILLA OVEN O<br>Placement: FEAT<br>Promo Price: 2/ \$5.0<br>Promo Gross Profit: | f 487<br>n Totals Item Grou<br>Promo Deta<br>JMBO DIAPERS EDL-EVI<br>Regular SRP: S<br>Coupon: N/A<br>25.97% Display Class:<br>s): \$245.75<br>il (Dollars): \$367.54<br>CUTS PASTA 8-16 OZ.<br>Regular SRP: S<br>0 Coupon: N/A<br>46.47% Display Class: | First   Pri<br>up Lookup      | <ul> <li>Use Display Options to set the d<br/>(SV item code/UPC), promotion</li> <li>Minimum Details includes item of<br/>summary of on order quantity</li> <li>Maximum Details includes SV/ve<br/>cost, promo gross profit, estimat<br/>allowance, purchase flag and lim<br/>display component and on order<br/>details information</li> <li>Event Totals and Promotion Tota<br/>on order totals for items within the</li> <li>Click Refresh after orders<br/>been saved to view update</li> </ul> | lesired item level detail to display, item display<br>and item sort<br>code, brand, description, pack/size and a<br>endor pallet quantity, promo cost, promo unit<br>ed unit DNS (ABS customers only), total<br>nited order days indicator, display class,<br>r quantity detail in addition to the minimum<br>als are displayed to provide visibility to current<br>ne event and promotion<br>s have been submitted or adjustments have<br>ated totals |  |  |  |  |  |  |
| Total Cost (Dollar<br>Total Promo Reta   | s):<br>il (Dollars):   |                               | Distribute Order Quantity  Same Quantity For Each Item Based On Sales History Use Recommended Quantities  |  |  |  |  |  |  |  |

## **Hide Filters and Display Options**

#### Weekly Ads & Surveys

|  |   | Weicome nnmap1   SvConnect Portal   Help   Logou  |
|--|---|---|
| Store Number: 640193 Store Name: ALBERTSONS - SAV  | ON #193, BOISE, ID 83705  |   |
| Show Filters »   | Find Another Event View Event Attachments Downlo  | ad Event Review Orders Submit Orders Cancel   |
| Order Items Event #: 918-001708 IMW_Wk4  | 40_STD_112812_v Date: 11/28/12 - 12/04/12   | Show My Selections<br>Show Display Options And Events Totals  |
| Promotions 1 - 25 of 487   | First   Prev   1 2 3 4 5 6 7 8 9 10   Next   Last   | Promotions Per Page: 10 25  |
| Sefresh Projection Totals 🔍 Item Group Lookup  | 🌡 Set Default Delivery Date 🔛 Scroll Save 🛅 🥥 Display Planner   | My Selections and Display Options/Event   |
| Promo Details<br>BABY BASICS JUMBO DIAPERS EDL-EVIC<br>Placement: SUBF<br>Promo Price: \$7.99<br>Promo Gross Profit: 25.97%<br>Display Class:  | Orders<br>Order<br>Quantity Deliver On<br>112412  | <ul> <li>Totals can be "hidden" to reduce vertical<br/>and horizontal scrolling</li> <li>To "unhide" either My Selections or Display<br/>Options/Event Totals simply click the<br/>desired "Show" link</li> </ul> |
| Total Cost (Dollars): \$245.75   | Distribute Order Quantity  Same Quantity For Each Item  Based On Sales History  Use Recommended Quantities            | 7 25 27   |
| BARILLA OVEN CUTS PASTA 8-16 OZ.           Placement: FEAT         Regular SRP: \$3.09           Promo Price: 2/\$5.00         Coupon: N/A           Promo Gross Profit: 46.47%         Display Class: | 112412  | Get Custom History  |
| Total Cost (Dollars):<br>Total Promo Retail (Dollars):   | Distribute Order Quantity     O Same Quantity For Each Item     Based On Sales History     Use Recommended Quantities |   |
| BARILLA PLUS PASTA 14.5 OZ           Placement: FEAT         Regular SRP: \$3.19           Promo Price: 2/ \$5.00         Coupon: N/A           Promo Gross Profit: 39.60%         Display Class:      | 112412  | Get Custom History  |
| Total Cost (Dollars):<br>Total Promo Retail (Dollars):   | Distribute Order Quantity<br>Same Quantity For Each Item<br>Based On Sales History<br>Use Recommended Quantities      |   |

## **Item Group Lookup**

12

| Tromotions 1 - 1 of 1<br>Refresh Projection Totals                                      | ne: AL<br>: 918-<br>Item<br>Item  | BERTSONS - SAVON # OO1708 IMW_Wk40_S Group Lookup  Chang Iink and To "cle Group Details GroupS | e Item Group Lookup link to view to<br>ng your current selections<br>one or multiple promotions from th<br>to display only the selected promo-<br>e your selections at any time by cl<br>d updating your selections, then cl<br>ar" the selected promotions, click<br>Lookup link | the list of pror<br>tions on the C<br>licking the Iter<br>lick Apply<br>the icon next | notions<br>ed, then<br>Drder Iter<br>m Group<br>to the Ite | click<br>ns<br>Lookup<br>em | onnect<br>mit O<br>lay Opt<br>Promot | t Porta<br>rders<br>Sho<br>tions A<br>tions P | I Help Lo<br>Cance<br>w My Select<br>nd Events To<br>er Page: 10<br>Expand<br>Cases Ship |
|---|-----------------------------------|--|---|---|--|-----------------------------|--------------------------------------|---|--|
| Pacement: SUBF Re<br>Promo Price: \$7.99 Co<br>Promo Gross Profit: 25.97% Di            |                                   | Item Group Name  | Description   | Product Group   | Placement  | Position                    | Ad Pri                               | ce  |  |
| Total Cost (Dollars): \$245.75  |                                   | ARGO CORN STARCH 160Z<br>BABY BASICS JUMBO DIAPERS EDL-EVIC                                    | 16 oz. Argo Corn Starch<br>baby basics Jumbo Pack Diapers   | GROCERY   | DISP   | 0523                        | 0.01                                 |   | 27   |
| 110096 / BABY BSC / JUMBO SL<br>Pack/Size: 6/ 50 CT Esta                                | -                                 | BARILLA OVEN CUTS PASTA 8-16 OZ.   | Barilla Lasagna   | GROCERY   | FEAT   | 0405                        | 2/ 5.00                              |   |  |
| V/Vendor Pallet: 18/27 Tota<br>Promo Cost: \$30.91 Dis;<br>Promo Unit Cost: \$5.16 Dis; |                                   | BARILLA PLUS PASTA 14.5 OZ   | Barilla Plus Pasta  | GROCERY   | FEAT   | 0405                        | 2/ 5.00                              |   |  |
| Promo GP%: 35.42%   | 8                                 | BERTOLLI PASTA SAUCE 15-24 OZ.   | Bertolli Pasta Sauce Bertolli Pasta Sauce   | GROCERY   | SUBF   |                             | 1.99                                 |   | 1  |
|   |                                   | BETTER OATS MIG #1   | 5 ct., select varieties Better Oats   | GROCERY   | SUBF   | 0309                        | 3/ 3.00                              |   |  |
| 110112 / BABY BSC / JUMBO SU  | BETTY CROCKER FLAVORED MASHED 3.3 |  | 3.3-3.6 oz., pkg, select varieties Betty Crocker<br>Flavored Mashed Potatoes  | GROCERY   | DISP   |                             | 10/ 10.00                            | E   |  |
| Acck/Size: 6/ 36 CT Esti<br>V/Vendor Pallet: 12/ 24 Tota<br>Promo Cost: \$30.91 Disc    |                                   | BETTY CROCKER FRUIT SNACKS   | 4,5-8 oz, select varieties Betty Crocker Fruit  | GROCERY   | SUBF   | 0118                        | 2.88                                 | •   |  |

## Item Details w/Sales History

**Review Orders** 

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Submit Orders

Show Display Options And Events Totals

Promotions Per Page: 10 25

Show My Selections

EXpand All

- Minimum Details includes item code, brand, description, pack/size and a summary of on order quantity
- Maximum Details (the view you are seeing here) includes SV/vendor pallet quantity, promo cost, promo unit cost, promo gross profit, estimated unit DNS (ABS customers only), total allowance, purchase flag and limited order days indicator, display class, display component and on order quantity detail in addition to the minimum details information
- Sales History is typically based on a historical comparable event (similar time frame, price point, ad placement) and includes store cases sold (converted based on store units sold), store units sold (POS for stores where POS data is available) and warehouse cases shipped
- Sales History at the promotion level is a summary of item level sales history
   Users have the ability to click Get Custom History at the promotion or item level to



## *New! Weekly Ads* Item Details & Surveys

| Weekly Ads &<br>Store Number: 640193 Store Name: ALB<br>Show Filters »<br>Order Items Event #: 918-00   | <ul> <li>Click on the item code/UPC to access the Item Details pop<br/>Information on the Item Details popup includes regular cos<br/>regular unit cost, regular SRP, regular gross profit, item sta<br/>quantity on hand at the supplying DC and quantity on orde<br/>supplying DC and store/item restrictions in addition to the<br/>maximum details information displayed on the Order Items</li> <li>Additionally component and deal information as well as a<br/>deal calendar are available to provide additional information<br/>assist in the order decision making process</li> </ul> |  |       |   |                             |   |   |  |                     |                   |                |                  |   |
|---|--|--|-------|---|-----------------------------|---|---|--|---------------------|-------------------|----------------|------------------|---|
| Promotions 1 - 25 of 487  | ou Limite  | Display Class: ENTERTAINMENT<br>CENTER<br>Limited Order Days: No<br>Regular Cost: \$121.92   |       |   |                             | / Compone<br>Item State<br>/ Qty On Hai | nt: STACK<br>STACK<br>us: Active<br>nd: 0 | MSI Restricted: Yes<br>eBook Restrict: Yes<br>eBook Days: 31 |                     |                   |                | nd All           |   |
| Promo D<br>ANDES CREME DE MENTHE COOKIES<br>Placement: DISP Regular SR<br>Promo Price: \$3.39 Coupon: NJ<br>Promo Gross Profit: 34.51% Display Clas<br>CENTER | SH<br>SH<br>A<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S<br>S  | Unit Cost: \$2.54<br>SRP: 1/ \$3.3<br>Regular GP%: 25.07%<br>ms:   |       | SV Next Delivery Date: 10/26/12<br>Item Auth Restrict: No |                             |   |   |  | Units Size          |                   |                | lipped           |   |
| Total Cost (Dollars):<br>Total Promo Retail (Dollars):<br>1690528 / ANDES / CDM COOKIES SHPR<br>Pack/Size: 48/ 702 Estimated Un                               | 04118615111<br>Allowance Info<br>Promotion<br>Number   | ANDES  | Dates | CDM COO   | OKIES<br>Allowanc<br>Amount | e Net Se<br>Amou                        | ell Payme                                 | 4<br>ent Metho   | 8.0<br>d Min<br>Qty | 7oz<br>Max<br>Qty | Require<br>SRP | ed               | E |
| SV/Vendor Pallet: 10/ 12 Total Allowar<br>Promo Cost: \$106.56 Display Class<br>Promo Unit Cost: \$2.22 CENTER<br>Promo GP%: 34.51% Display Com<br>END STCK   | Te 12957<br>The Neek Promotion<br>Number 1<br>12957 \$1  | 12957         SCAN TPR<br>SUGGESTED           16 Week Promotion Calendar:           Promotion<br>Number         11/18         11/25         12/0           12957         \$15.36         \$15.36         \$15.36 |       | \$<br>12/16 1<br>315.36 \$                                | 12/23<br>15.36<br>15.36 \$  | 12/30 01<br>15.36 \$15                  | On Stat<br>/06 01/13<br>.36 \$15.36       | ement<br>01/20<br>\$15.36                                    | 01/27<br>\$15.36    | 02/03             | 02/10          | 02/17<br>\$15.36 |   |

Event Ordering/Manage My Orders

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### Weekly Ads & Surveys

| Store Number: 640193 Store Name: ALBERTSONS - SAVO                               | N #193, BOISE, ID 83705      |              |   |   |                     |                  |                                      |                       |                                |
|--|------------------------------|--------------|---|---|---------------------|------------------|--------------------------------------|-----------------------|--------------------------------|
| Show Filters »   | Find Another Event           | View Eve     | ent Attachments   | Downloa                                     | d Event             | Review Orders    | Submit O                             | rders                 | Cancel                         |
| Order Items Event #: 918-001708 IMW_Wk40   | _STD_112812_v Date: 11/28/12 | 2 - 12/04/12 |   |   |                     |                  | Show Display Op                      | Show N<br>tions And I | ly Selection:<br>Events Total: |
| Promotions 1-1 of 1  | First   Pr                   | ev   1   Ne: | kt   Last   |   |                     |                  | Promot                               | tions Per P           | lage: 10 25                    |
| 🛸 Refresh Projection Totals 🛛 🧠 Item Group Lookup 🎫                              | Set Default Delivery Date    | Scroll :     | Save 🖾 🛛 Displa   | y Planner                                   |                     |                  |                                      | E                     | Expand All                     |
|  | _                            |              | Orders  |   |                     |                  | Sales History                        | -                     |                                |
| Promo Details  | Ord<br>Quan                  | er<br>itity  | Deliver On  |   | Already<br>On Order | Store Cases Sold | Store Units Sold                     | Whse Ca               | ses Shipped                    |
| BABY BASICS JUMBO DIAPERS EDL-EVIC Placement: SUBF Regular SRP: \$7.99           |                              | 112          | 8412 🛄 🥥  |   | 9                   | (08/2            | et Custom Histor<br>2/12 - 08/28/12) |                       | Í                              |
| Promo Price: 57.99 Coupon: NAA<br>Promo Gross Profit: 25.97% Display Class:      |                              |              |   | -   | Cases               |                  |                                      |                       |                                |
| Total Cost (Dollars): \$245.75<br>Total Promo Retail (Dollars): \$367.54         |                              |              | Same Quantity For     Same Quantity For     Based On Sales Hi     Use Recommended | ntity<br>Each tem<br>istory<br>d Quantities |                     | 7                | 25                                   | 2                     | 7                              |
| 2110096 / BABY BSC / JUMBO SIZE 1<br>Pack/Size: 6/ 50 CT Estimated Unit DNS: N/A | 2                            | 11           | 2412 🗐 😂  | *   |                     | (08/2            | et Custom Histor<br>2/12 - 08/28/12) | 1                     |                                |

- New orders can be submitted and existing orders can be adjusted on the same page (when displaying maximum details)
  - Existing business lockout rules apply when to editing orders
- New orders can be entered by item or "flooded" from the promotion to items within the promotions
- There a several options available when "flooding" order quantities at the promotions level
  - Same quantity for each item "floods" the quantity entered to ALL items within the promotion
  - Based on sales history allows a user to select cases sold or cases shipped. A total quantity would be entered at the promotion level and "flooded" to the items within the promotion appropriately based on the items percent of historical cases sold/shipped (whichever method was selected)
  - Use recommended quantities will auto populate a recommended order quantity for each item within the promotion
- Click Submit Order to submit/save orders
  - Order quantities entered/"flooded" can be adjusted prior to clicking Submit Orders

## Weekly Ads & Surveys Download

# *New! Weekly Ads & Surveys*

| A             | B                                   | C       | D        | E        | F         | G                  | н        | 1       | J      | К   | L            | M            | N       | 0        | р                             |
|---------------|-------------------------------------|---------|----------|----------|-----------|--------------------|----------|---------|--------|---|--------------|--------------|---------|----------|-------------------------------|
| DATE          | 10/23/12                            |         |          |          |           |                    |          |         |        | No. of the second se |              |              |         |          |                               |
| TIME          | 15:41:59                            |         |          |          |           |                    |          |         |        |   |              |              |         |          |                               |
| CTODE         | C 40400 A                           | DEDTO   |          |          | -         |                    |          |         | -      |   |              |              |         |          |                               |
| STORE         | 640193 - A                          | LBERISC | JN5 - 5  | AVON #19 | 13        |                    |          |         |        |   |              |              | _       |          |                               |
| EVENT NBR     | 918 - 1/08                          | OTD I   |          |          |           |                    | - \//    |         |        |   |              |              |         |          |                               |
| EVENT NAME    | IMW_WK40                            | SID_1   | 12812_1  | (        |           | • In               | e vvee   | KIY AC  | ds & S | surveys dow   | nioad nas i  | been         | enna    | ncea to  |                               |
| MEDIA NAME    | ALL STR IM                          | I-SLC   |          |          |           | inc                | clude a  | dditio  | nal co | olumns (i.e.:   | Limited Ore  | der D        | Days, F | Purchase | э 🖌                           |
| MEDIA ID      | ALLZ                                |         |          |          |           | Fla                | an MS    | l roetr | ict of | Book Load T   | ime Dave)    |              |         |          |                               |
| MEDIA TYPE    | N                                   | +=/=+/+ | -        |          |           |                    |          | 11030   |        |   | ine Days).   | •            |         |          |                               |
| EVENT DATES   | 11/28/12 -                          | 12/04/1 | 2        | -        |           | • Ih               | iis snaj | oshot   | incluc | des 16 of the   | 38 columr    | ns ind       | cluded  | l on the |                               |
| ORDER DATES   | 10/26/12 -                          | 10/31/1 | 2        |          |           | do                 | wnload   | ł       |        |   |              |              |         |          |                               |
| DELIVERY      | 10/26/12 -                          | 10/31/1 | 4        |          |           |                    |          |         |        |   |              |              |         |          |                               |
| COMMENTS      |                                     |         |          |          |           |                    |          | _       | _      |   |              | _            | _       |          |                               |
|               |                                     |         |          |          |           |                    |          |         |        |   |              |              | Terner. |          |                               |
|               | ITMITTER                            | DUDC    |          |          |           |                    |          |         | 1      |   |              | DATE         | 112412  |          |                               |
|               | CIMITED                             | PURC    | MOT      | Beats    |           |                    |          |         | eutur  |   |              | eron         | 000     | HY OTV   |                               |
| TTEN CODE     | ORDER                               | n n     | MSI      | CBOOKL   | -         | DECC               |          | CLAR    | SV/VE  | Constitute  | The supe     | STOR         | OKD     | AT UT    | DOGHO HANT                    |
| TIEM CODE     | DAYS                                | FLAG    | REST     | T Days   | BRAND     | DESC               | PAC      | SIZE    | N PLI  | CaseUPC   | ItemUPC      | E            | QIY     | ON ORDER | PROMO NAME                    |
| 1192202       |                                     | P       |          | -        | AM BEAUTY | ANGEL HAIR         | 24       | 1602    | 64/80  | 1002680000638   | 00268000063  | 64019.       | 3       | -        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1192210       | _                                   | P       |          |          | AM BEAUTY | LINGUINE           | 24       | 1602    | 32/80  | 1002680000637   | 00268000063  | 64019        | 5.      |          | AB / SI/ HH PASTA 12-16 UZ    |
| 1192228       |                                     | -       |          |          | AM BEAUTY | MOSTACCIOLI        | 12       | 1602    | 60/60  | 1002680000636   | 002680000630 | 64019.       | 3       | -        | AB / ST/ HH PASTA 12-16 02    |
| 1192236       |                                     | P       |          |          | AM BEAUTY | RIGATONI           | 12       | 160Z    | 36/60  | 1002680000644   | 00268000064  | 64019        | 3       | -        | AB / ST/ HH PASTA 12-16 OZ    |
| 1192251       |                                     | P       |          |          | AM BEAUTY | FETTUCCINE         | 24       | 160Z    | 64/80  | 1002680000639   | 00268000063  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ    |
| 1225655       |                                     | P       |          |          | AM BEAUTY | PASTA ELBO RONI    | 24       | 160Z    | 36/36  | 1002680000207   | 00268000020  | 764019       | 3       | 1        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1225689       |                                     | P       |          | _        | AM BEAUTY | PASTA SHELL RONI   | 12       | 160Z    | 48/72  | 1002680000266   | 00268000026  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ.   |
| 1225770       | -                                   | P       |          |          | AM BEAUTY | PASTA LONG SPAGHET | 24       | 160Z    | 32/80  | 1002680000125   | 00268000012  | 64019        | 3       | 1        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1225838       |                                     | P       |          |          | AM BEAUTY | PASTA THIN SPAGHET | 24       | 160Z    | 64/80  | 1002680000165   | 00268000016  | 64019        | 3       | -        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1236736       |                                     |         | -        | _        | SMART TST | ELBOWS             | 20       | 12 OZ   | 48/48  | 2007130005002   | 00713000500  | 764019       | 3       | -        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1236751       |                                     | P       |          |          | SMART TST | PENNE RIGATE       | 15       | 12 OZ   | 18/45  | 2007130005004   | 00713000500  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ.   |
| 1236769       |                                     | -       |          |          | SMART TST | ROTINI             | 15       | 12 OZ   | 45/45  | 2007130005003   | 00713000500  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ.   |
| 1264431       |                                     | Ρ       |          |          | RONZONI   | SMRT TST SPAGHETTI | 20       | 120Z    | 20/80  | 2007130005000   | 00713000500  | 64019        | 3       | -        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1264589       | _                                   | P       |          |          | SMART TST | THIN SPAGHETTI     | 20       | 12 OZ   | 20/80  | 2007130005001   | 00713000500  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ.   |
| 1264597       |                                     | -       |          |          | SMART TST | ANGEL HAIR         | 20       | 12 OZ   | 80/80  | 2007130005005   | 00713000500  | 64019        | 3       | -        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1283423       |                                     | P       |          |          | AM BEAUTY | PASTA LARGE SHELL  | 12       | 160Z    | 27/45  | 1002680000315   | 00268000031  | 64019        | 3       | _        | AB / ST/ HH PASTA 12-16 OZ.   |
| 1394634       |                                     | P       |          |          | AM BEAUTY | PASTA BOW TIES     | 12       | 120Z    | 40/50  | 1002680000532   | 00268000053  | 64019        | 3       | -        | AB / ST/ HH PASTA 12-16 OZ    |
| 1449792       |                                     | P       | -        |          | AM BEAUTY | PENNE RIGATE       | 12       | 160Z    | 48/60  | 1002680000633   | 00268000063  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ    |
| 1520147       |                                     | Ρ       |          |          | AM BEAUTY | PASTA, RONI MAC    | 12       | 160Z    | 50/60  | 1002680000244   | 00268000024  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ    |
| 1641646       |                                     | P       |          | -        | AM BEAUTY | PASTA, SALAD RONI  | 12       | 16 OZ   | 60/84  | 1002680000253   | 00268000025  | 64019        | 3       | -        | AB / ST/ HH PASTA 12-16 OZ    |
| 1641653       |                                     | P       |          |          | AM BEAUTY | ROTINI             | 12       | 160Z    | 27/45  | 1002680000619   | 00268000061  | 64019        | 3       |          | AB / ST/ HH PASTA 12-16 OZ    |
| + > H Event D | ownload                             | Compon  | ent Info | mation   | PJ PJ     | OUTCK COOK BOTTH   | 60       | 10 07   | or/ar  | 100000000000  |              | 77. A.A.A.A. |         |          | AD ( CT( ) III DACTA 13 14 03 |
| artu l        | Contraction Contraction Contraction |         |          |          | Constitut |                    |          |         |        |   |              |              |         |          |                               |
| and           |                                     |         |          |          |           |                    |          |         |        |   |              |              |         |          |                               |

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## New! Weekly Ads Next Steps & Surveys

- Communication regarding the New! Weekly Ads & Surveys application (including the document you're reading) is available on the SVConnect Portal home page
- The New! Weekly Ads & Surveys link will be available on the SVConnect Portal beginning Tuesday November 13<sup>th</sup>
- If you experience technical issues please contact the Service Desk at 1-888-7667-4227