

Store Display

Flyer 602 Guide August 2001

msn

verizonwireless

Sprint

RCA

COMPAQ

Flyer Dates: 7/26 to 8/25
Insert Dates: 8/11 to 8/18

RadioShack
You've got questions. We've got answers.®

Signs to Remove

(Check Box When Removed)

These signs should have been removed on 7/14:



22"x 28" "All Phones On Sale" Sign (One)



"All Phones On Sale" Violators (16)



30"x 38" Window Banner (Sizzling Summer Sidewalk Sale) (One)



22" x 56" "A" Frame Sign (One)



Cue Cat 11"x 18" Easel Sign (One)



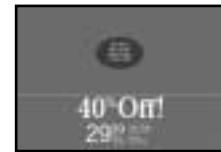
Cue Cat Static Clings (All)



Cue Cat Violators (Eight)



22"x 28" Chrome Floorstand (One)



Speaker Sale Mat Signs (Six)



DTH 25"x 7" (One)



7" x 9" "Tell" Counter Signs (Two)



Remove These DTH Signs On 8/2:



DTH 23"x 5" (One)



DTH 30"x 38" Window Banner (One)



DTH 25"x 7" (One)



DTH 17"x 11" (One)



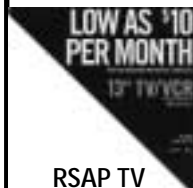
DTH 5"x 10" Violator (One)



Headphones Sale



23" x 5" Sprint Floor Fixture Topper (One)



RSAP TV Corner Clings (13" TV's and Larger)



5"x 7" Mall Cube (Five)



Antenna Spinner (One)

Signs to Cover-Up



Battery Spinner Signs (Three)(Refer to Page Four)

Keep these "Generic" Direct-to-Home signs in the sign holder on the RCA DTH Floor Fixture. If there is a current DTH promotion, place these signs behind the signs referring to the current promotion.



DTH 17"x 11"
(Store this sign for future use.)(One)



DTH 23"x 5"
(One)

Signs to Keep



22" x 56"
Recruitment (Back Room Door)

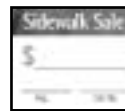
Keep these "Sizzling Summer Sidewalk Sale" signs until you are sold out of clearance merchandise or further notice:



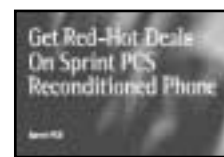
Sidewalk Sale
5" x 7" Tent
Style Signs
(Eight)



Sidewalk Sale
3" x 5" Sale
Tags
(60)



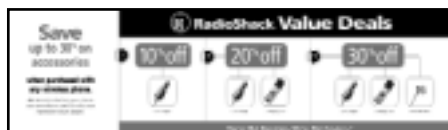
Sidewalk Sale
Peg Floppy
Violators
(60)



Sprint
12" x 18"
Window Sign
(One)



Sprint PCS
5" x 7"
(One)



Sprint and Cellular "Value Deals" Signs
(One Each)



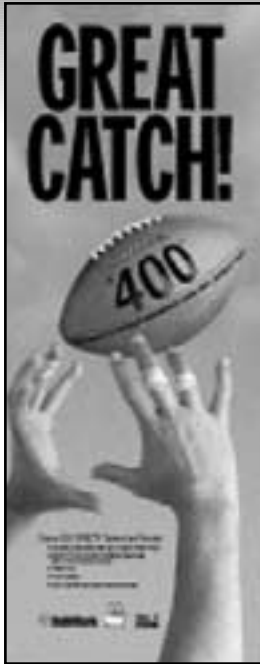
RCA Wireless
Speakers and
Headphones
Rebate
Violators
(Four)



POP Box (One)

For missing or damaged POP materials call the Circulation Desk at (817) 415-POP2 (7672)

Signs in August



22" x 56" "A" Frame Sign DIRECTV/NFL Sunday Ticket Offer (One)



30" x 38" Window Banner Compaq/Back to School (One)



30" x 38" Window Banner Sprint PCS Offer (One) (For Sprint PCS stores only)



22" x 28" Chrome Floorstand Sign (One)



DTH 17" x 11" Easel Sign (One)



Speaker Mats (Three sets of two)



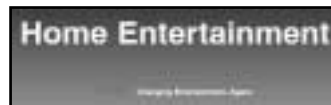
DTH 23" x 5" Endcap Sign (One)



5" x 7" Mall Cube (Five)



Battery Spinner (Three) (Referenced on Page Three)



RCA Floor Fixture 25" x 7" Sign (One) (Refer to Page Eight)



23" x 5" Sprint Floor Fixture Topper (One)

Note:
Refer to the **Compaq 2C01 Refresh Guide**, included in this POP kit, for placement of the Compaq signage.

For missing or damaged POP materials call the Circulation Desk at (817) 415-POP2 (7672)

"Tell" Counters



Display the counter items pictured below in one of the three product positions shown in the diagram above. Be sure to leave enough room on the counter to conduct business transactions.



Image Not Available. "Tell" Counter Signs will be shipped in a separate all store mailing.

Note: Use hook and loop fasteners on the back of the TracFone for support onto the FRS acrylic. The FRS acrylic can be ordered through your District Sales Manager from Tandy Cabinets (**ACR-062**).

Use the FRS acrylic holder for your TracFone Counter Display. (Excludes 1.9 MHz Verizon Wireless markets)



Image Not Available. "Tell" Counter Signs will be shipped in a separate all store mailing.

Merchandise Jabra hands-free headsets, such as 170-0860, depending on store stock availability next to the \$200 MSN Shopping Spree "Tell" Counter Sign.

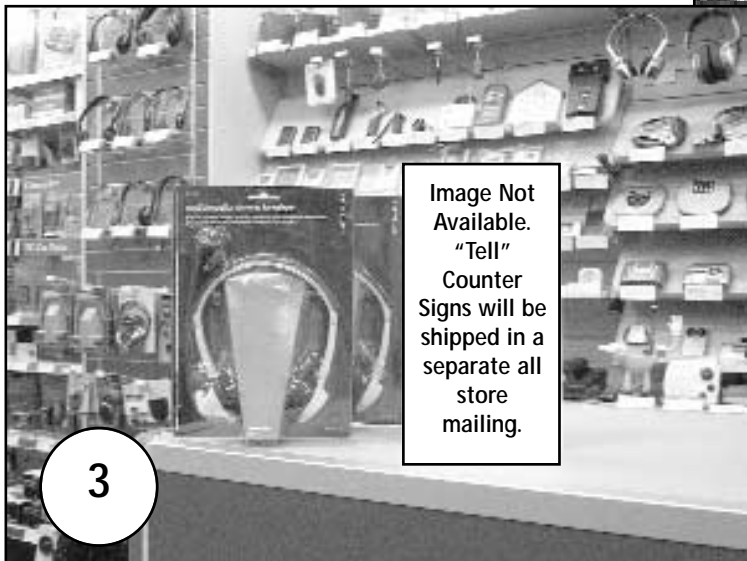


Image Not Available. "Tell" Counter Signs will be shipped in a separate all store mailing.

Merchandise 330-1107 Computer Headphones next to your \$10 Sprint LD Discount "Tell" Sign.

4 Principles Of Sales Readiness:

- 1- Everything On Display
- 2- Everything Is Priced
- 3- Everything Is Demo-Ready
- 4- Everything Is Neat, Cleaned And Spaced

Mall Cubes

Back to School

For select stores place a **650-1202** on top of the mall cube.



Note: The items shown here are examples of merchandising ideas for the mall cube. Items, such as wireless phone sku's, will vary from store to store.

Note: Use an acrylic calculator display holder on the back of the product package to support the organizer on top of the mall cube.

Top Row: 630-0796, 420-6011, 650-0545

Second From Top Row:
140-1246, 630-1109, 430-3801

Middle Row: 430-3525, 120-0804, 120-1623, 650-1060

Second From Bottom Row:
430-2902, 140-1121, 120-0802, 630-5308, 160-3054

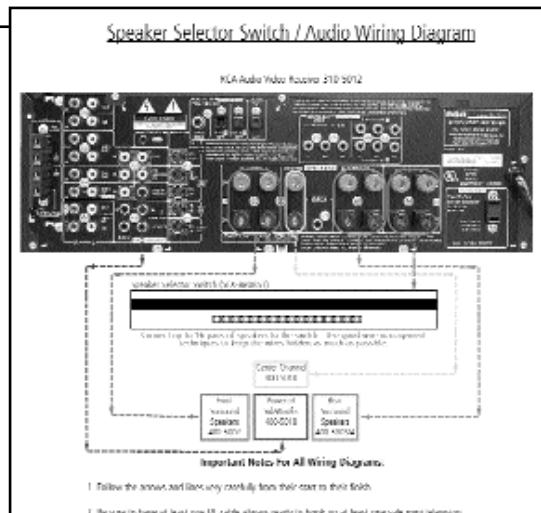
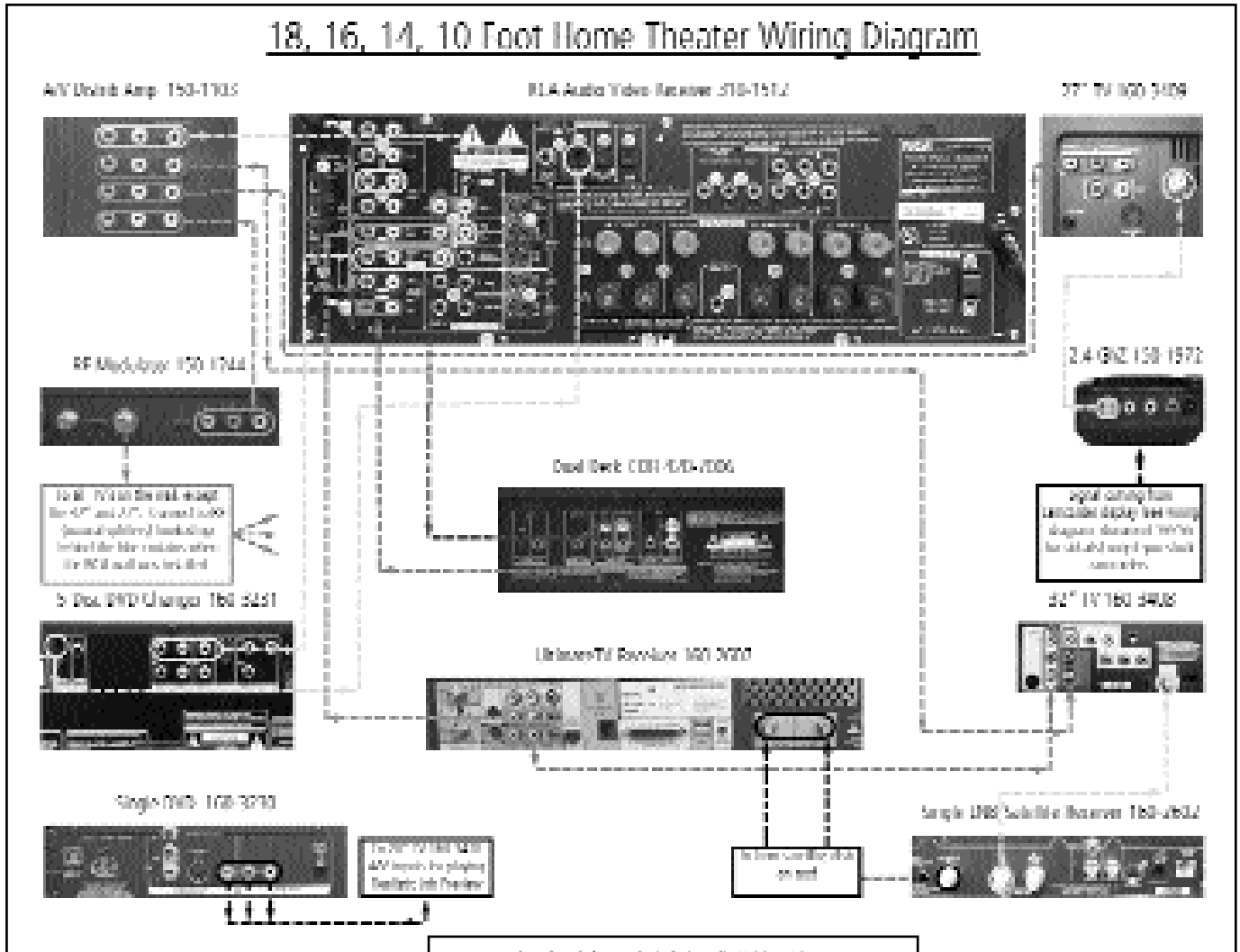
Bottom Row: 430-5818, 140-1184, 650-0739, 630-0964, 430-1901



RCA

New RCA Wiring Diagram

Once you receive the **310-5012** Stereo Receiver use this wiring diagram:

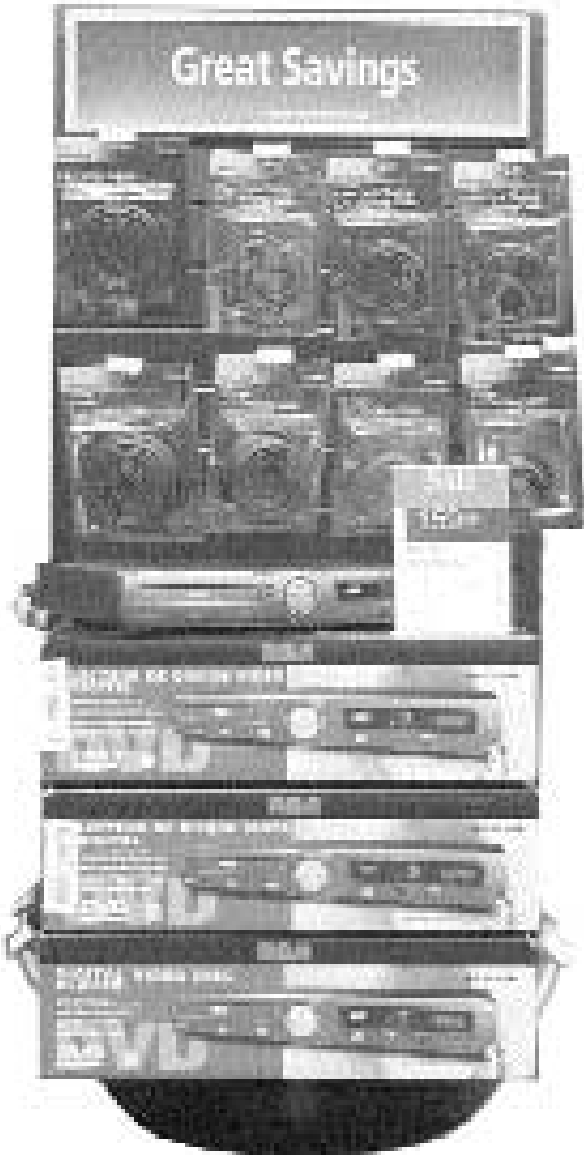


Use FaxBack Document # **59495** if you have any other questions.

Connecting
Places



RCA Promotional Endcap



4 Principles Of Sales Readiness:

- 1- Everything On Display
- 2- Everything Is Priced
- 3- Everything Is Demo-Ready
- 4- Everything Is Neat, Cleaned And Spaced

Merchandise the RCA endcap with **160-3230** or **160-3234** DVD players, depending on what you have in stock, on the bottom shelf. Use the top section of the endcap to merchandise gold fiber optic s-video cables such as: **150-1576**, **150-1577**, **150-1578**, **150-1594**, **150-1595** and **150-1596**.

RCA Floor Fixture Sign Placement



Place the new RCA floor fixture sign in the 25" x 7" sign holder on the side with the home theater in a box sets. (Referenced on Page Four)

The AAA Way:
Answer
Accessorize
Attach

Place the new Verizon Wireless signs in the appropriate locations as shown below:

Note: If signs are missing or damaged, contact the Circulation Department unless otherwise noted.

33" x 10" Local Digital Choice Plan Map Sign

12" x 15" Local Digital Choice Plan Sign (Right Side of Floor Fixture)

12" x 15" Local Digital Choice Plan Sign

12" x 15" Prepay Wireless Sign (Left Side of Floor Fixture)(If missing or damaged, contact your local Verizon Wireless Account Manager)

For 1.9 MHz Markets

For 800 MHz Markets

16" x 28" Local Digital Choice Plan Sign (Front of Floor Fixture)

16" x 28" Prepay Wireless Sign (Back of the Floor Fixture)(If missing or damaged, contact your local Verizon Wireless Account Manager)

For 800 MHz Markets

For 1.9 MHz Markets

connecting
people



Sprint PCS Promotion

Keep these signs until 8/19:

Note: If you need any of these signs, contact your Sprint PCS Representative.



Sprint PCS Floor Fixture Topper



22" x 28" Sprint Wall Translite



22" x 28" Sprint Window Translite



Sprint PCS Table Translite



Sprint Brochure Packs



Sprint Rebate Pad

Promotional Sprint Floor Fixture

Look for Sprint PCS stickers in a separate all store mailing. Be sure to neatly write in the sku numbers and prices.

Note:
Make sure that your Sprint PCS boxes are empty before you put them on display.



Merchandise shown in the display are:
-Sprint PCS Phones **170-2237, 170-2288**
-Sprint Reconditioned PCS Phones

Tip: Use the acrylic intercom shelves to display the phones. They can be ordered through your District Sales Manager from Tandy Cabinets. **(ST-1044)**

Note: For the reconditioned phones in the white box, you may order a four pack of box sleeves **(SPT-0220)**, from the RSS supply order.

Great News!!!! Our Most Successful Battery Promotion Is Back:

Buy Two Packs-Get One Free



This header card will be initially shipped with the display. It is meant to be on the display **during the Flyer 602 promotional period only.**

Future header cards will arrive in separate mailings.



Place the display in an open floor section of your store. There is no specific place it belongs. Since store layouts vary, use good judgement in placing the display. It should:

- 1.) Be in a very visible location for your customers in the front part of the store.
- 2.) Have a **minimum** of 36 inches (44" in CA) of clearance in every direction around it.

The display comes assembled, but does not come with batteries already in place. Use on-hand stock to fill the display as shown.

Remember to keep the batteries in their shipping trays. This will provide stability and order to the display.



Use the layout as shown above.

This new Battery Display will be arriving in a separate shipment from your local distribution center.

If you do not receive a display or your display is damaged, contact Elaine Brown at:

817-415-2691

Think PROFIT.

In an effort to reduce a "paper jam", the Store Display Guides will no longer be sent with the "Green Sheets". The POP kit will be the only place you will need to look for your copy of the Store Display Guide.

Need the Planogram Master List?

Call FaxBack @ 1-800-323-6586

Order document # 41528

The following planograms have been updated since the most recent Store Display CD:

59784	Microsoft Internet Center (Rev. 5/22/01)
41529	Caller ID Power Tower 2' (Rev. 4/24/01)
46307	Non-Verizon Wireless/Pagers 8' (Rev. 6/12/01)
65218	TracFone/Pagers for 1.9 MHz Verizon Wireless Mkts. (Rev. 6/12/01)
41630	Headphone/Remotes Power Tower 2' (Rev. 6/6/01)
41632	Public Address & PA Accessories 8' (Rev. 6/7/01)
59495	RCA DEC Wiring Diagrams for all Options (Rev. 5/31/01)
58103	RCA Digital Entertainment Center 10' (Rev. 5/31/01)
58102	RCA Digital Entertainment Center 14' (Rev. 5/31/01)
58101	RCA Digital Entertainment Center 16' (Rev. 5/31/01)
58100	RCA Digital Entertainment Center 18' (Rev. 5/31/01)
41640	Boomboxes 4' (Rev. 6/6/01)
41635	Handheld Radios/CD's 4' (Rev. 6/6/01)
41638	Lt. Weight Headphone Power Tower (Rev. 4/23/01)
64299	Tape Recorders/Meters/LCD TV's Wall 2' (Rev. 4/23/01)
52734	Auto Sound 4' (Rev. 4/23/01)
41643	Flashlights 2' (Rev. 6/6/01)
41666	15 Series Video Tools/Accessories/Game Controllers 6' (Rev. 4/20/01)
41668	273 Audio Buzzers/Transformers 1' (Rev. 6/6/01)
41670	42 Series Audio Cables 4' (Rev. 4/17/01)
51254	CD/Tape Cases 2' (Rev. 4/23/01)
41664	Communication Accessories 10' (Rev. 4/20/01)
41677	Indoor Antennas 2' (Rev. 4/23/01)
64388	Networking Cables 2' (Rev. 6/6/01)
41675	Science Kits 2' (Rev. 6/6/01)
41683	Tape Gondola (Rev. 6/8/01)
58105	Tapes & A/V Accessories 4' Wall Option (Rev.6/6/01)

Note:

Look for planogram updates of the back page on future Store Display Guides.



The planograms listed on this page are included in this month's POP kit so that you will not have to wait on FaxBack. You may use them to update your store as you receive new merchandise.

RadioShack Store Display :

817-415-0583