T'll make you a BAABA FRIDAY offer you can't refuse.

RIALTO Mailer

4/0 - 8.5x14 Flyer Match Mail w/ Bleed Double Folded & Inserted into a #10 Window Envelope w/ Personalized Message (Font = Becky)

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FOCUS:

Thanksgiving/Black Friday Black Book

EFFECTIVE TIME PERIOD: Black Friday Weekend

GIVEAWAYS/PREMIUMS:

iPad Giveaway with purchase of a new vehicle. (Dealer Discretion)

CAMPAIGN ENHANCEMENTS:

Estimated Black Book value of vehicle combined with bonus bucks (Dealer Discretion)

SPECIAL INCENTIVE CONSIDERATIONS:

\$X,XXX Bonus bucks (Amount determined by dealer)