



# I'll make you a **BLACK 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)



## 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)