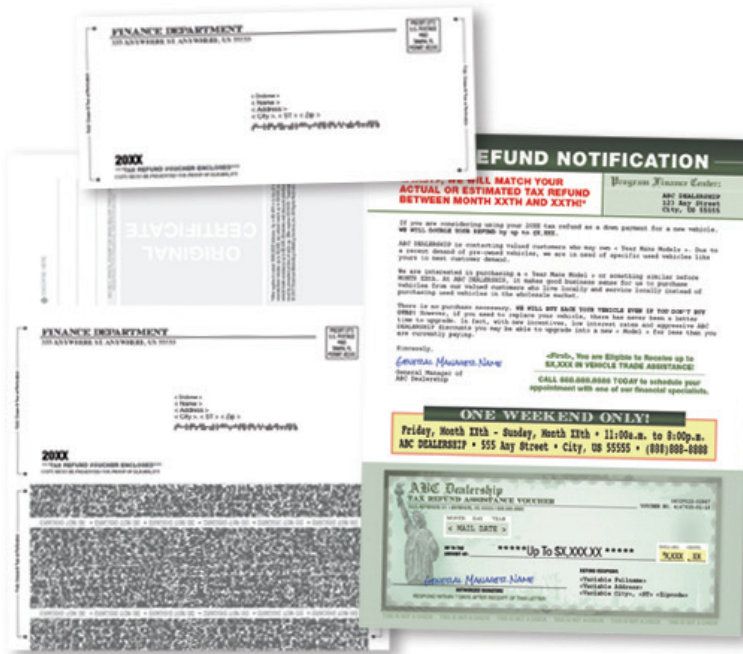


# TAX REFUND NOTIFICATION

## CAMPAIGN SPECS



### RIALTO Mailer

4/1 - 8.5" x 11" Snap Mailer w/ Bleed- Trifolds

#### FOCUS:

Official Tax Statement Look and Feel, Event is for Dealer to offer "Tax Refund Matching" up to a certain \$ amount

#### GIVEAWAYS/PREMIUMS:

Match or Double customer's tax return up to a certain \$ amount  
Tax Refund Assistance Voucher- Dealer's discretion

#### CAMPAIGN ENHANCEMENTS:

Validate your Vehicle's value with online purl

#### SPECIAL INCENTIVE CONSIDERATIONS:

Buy Back \$ in addition to Tax Refund Match event  
Dealership Custom \$ Incentives