W-007 CAMPAIGN SPECS

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RIALTO Mailer

1/0 - 8.5" x 11" Black Book® Letter Mailer-Half folds into a Double Windowed 6" x 9" Envelope

FOCUS:

Traditional Tax Form Look and Feel, utilizing Black Book® Data to offer the estimated value of driver's vehicle

GIVEAWAYS/PREMIUMS:

Additional monetary discount added onto the Black Book® value of vehicle- at Dealer's discretion

SPECIAL INCENTIVE CONSIDERATIONS:

Buy Back \$ in addition to Black Book Value Dealership Custom \$ Incentives