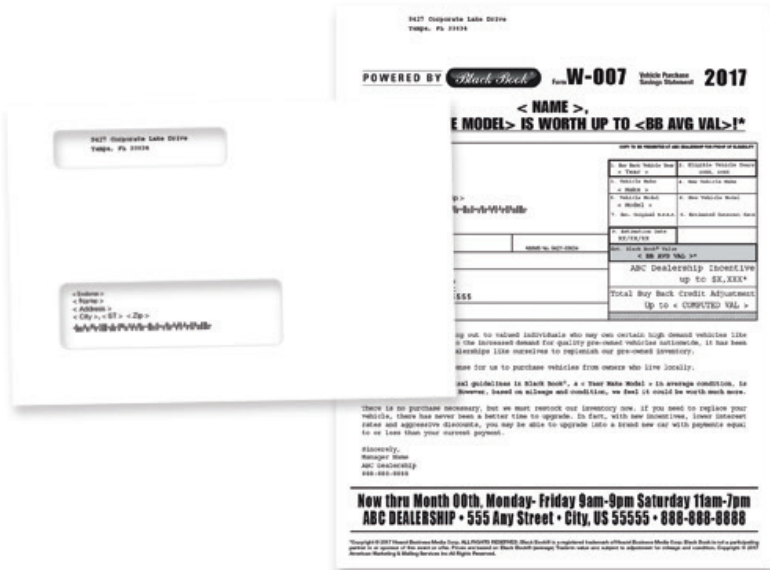


# W-007

## CAMPAIGN SPECS



### 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