

# HONOR THE BRAVE

## CAMPAIGN SPECS



### RIALTO Mailer

4/4 – 9.5”w x 7.5”h Letter Mailer w/ Bleed- Flap w/ bifold  
 Paper Stock #: R1008 = 9.5” 70# Offset  
 Envelope Stock #: #7Win (102)



### FOCUS:

Memorial Day Salute to Savings Event- Letter Mailer,  
 Seasonal- Mails May

### GIVEAWAYS/PREMIUMS:

Receive \$5 coins for attendance  
 \$5,000 Cash prize  
 Service offers

### CAMPAIGN ENHANCEMENTS:

\$500 discount when you call ABC Dealership when you call to  
 schedule an evaluation on trade-in

### SPECIAL INCENTIVE CONSIDERATIONS:

Vehicles marked down below MSRP  
 Trade in your vehicle for black book value

\*Campaign Also Available in Spanish.