

# KICKOFF

## THE SEASON EVENT

## CAMPAIGN SPECS

### RIALTO Mailer

4/0 - 8.5" x 14" Letter Mailer w/ Bleed- Double Folded

Paper Stock #: R1005 = 9.5" 60# Offset

Envelope Stock #: 113, 113 C, 113 B, #10 Window



### FOCUS:

Kickoff The Season Event - Letter Mailer,  
Seasonal- Mails August/September

### GIVEAWAYS/PREMIUMS:

Gift Card Giveaway

### CAMPAIGN ENHANCEMENTS:

PURL - Visit for additional offer  
Season low prices. Receive a \$ amount off MSRP  
Dealer's discretion on amount

### SPECIAL INCENTIVE CONSIDERATIONS:

Vehicles marked down below MSRP