

Labor Day Buy Back Event

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:

Labor Day Buy Back Event- Letter Mailer,
 Seasonal- Mails September

GIVEAWAYS/PREMIUMS:

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

CAMPAIGN ENHANCEMENTS:

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

SPECIAL INCENTIVE CONSIDERATIONS:

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

