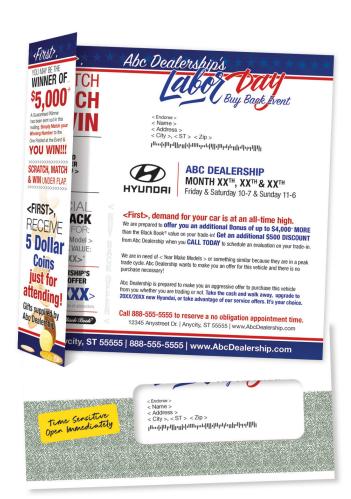


CAMPAIGN SPECS

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