

MONSTER

INVENTORY CLEARANCE EVENT

CAMPAIGN SPECS

RIALTO Mailer

4/4- 8.5" x 14.5" Nested Mailer w/ Bleed- Offset tri-fold

Paper Stock #: R1005 = 9.5" 60# Offset

Envelope Stock #: 128 = #9

FOCUS:

Monster Inventory Clearance Event - Nested Mailer, October/Halloween - clear out in-stock vehicles

CAMPAIGN ENHANCEMENTS:

PURL - Drive customer to Personalized URL for an additional savings. QR-Code to scan dealer inventory.

SPECIAL INCENTIVE CONSIDERATIONS:

Trade-In Allowance over Book Value (Amount determined by dealer).

