

Happy 4th of July

CAMPAIGN SPECS

IGEN Mailer

4/4 – 8.5”w x 14”h Invitation- Offset

Trifold Slit and Nested Coupons

Paper Stock #: 6846 = 9.5” 100# Gloss Cover

Envelope: #141 6”x 9”



FOCUS:

4th of July Savings Event Mailer
Mails June

GIVEAWAYS/PREMIUMS:

Car Giveaway

CAMPAIGN ENHANCEMENTS:

Season low prices. Receive a \$ amount off MSRP
Dealer's discretion on amount

SPECIAL INCENTIVE CONSIDERATIONS:

Vehicles marked down below MSRP

*Campaign Also Available in Spanish.