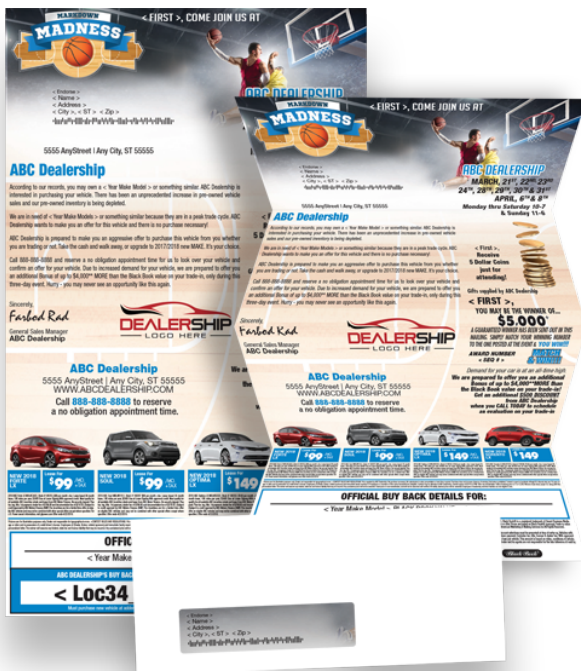




CAMPAIGN SPECS

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:

Presidential Dollar Event- President's Day Postcard Mailer,
 Seasonal- Mails February

GIVEAWAYS/PREMIUMS:

Trade in your vehicle during this event and you will receive an
 additional \$4,000 towards your trade.

CAMPAIGN ENHANCEMENTS:

5 Dollar Coins Just for Attending, \$5,000 Match&Win

**Campaign Also Available in Spanish.*