

MARCH

MARKDOWN MADNESS

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:

March Markdown Madness Event- Letter Mailer,
All In-Stock vehicles marked down to sell!
Seasonal- Mails Late February, March

GIVEAWAYS/PREMIUMS:

Free iPad with vehicle purchase
Trade Assistance Voucher- Dealer's discretion on amount

CAMPAIGN ENHANCEMENTS:

Receive an additional offer with online purl registration
Receiving a \$ amount off MSRP- Dealer's discretion on amount
Dealer will buy back your vehicle over Book Value

SPECIAL INCENTIVE CONSIDERATIONS:

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

*Campaign Also Available in Spanish.