



# CAMPAIGN SPECS

## iGENMailer

4/4 - 6" x 14" Postcard W/ Flap Paper Stock #: 6805



## FOCUS:

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

## GIVEAWAYS/PREMIUMS:

Save up to \$10,000 on select 20XX vehicles. You can also save up to \$6,000 on factory pre-owned vehicles in stock.

## CAMPAIGN ENHANCEMENTS:

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

*\*Campaign Also Available in Spanish.*