



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:

Summer Mailer

Mails Late May or Early June

GIVEAWAYS/PREMIUMS:

Service offers

- Lube, Oil and Filter Change for only \$19.95
- \$50.00 OFF Any Parts and Service
- \$100.00 OFF Any Parts and Service

SPECIAL INCENTIVE CONSIDERATIONS:

Up to \$1,000 towards any in-stock vehicle purchase

*Campaign Also Available in Spanish.