



SPOOKTACULAR HALLOWEEN SAVINGS

Campaign Specs

iGEN Mailer

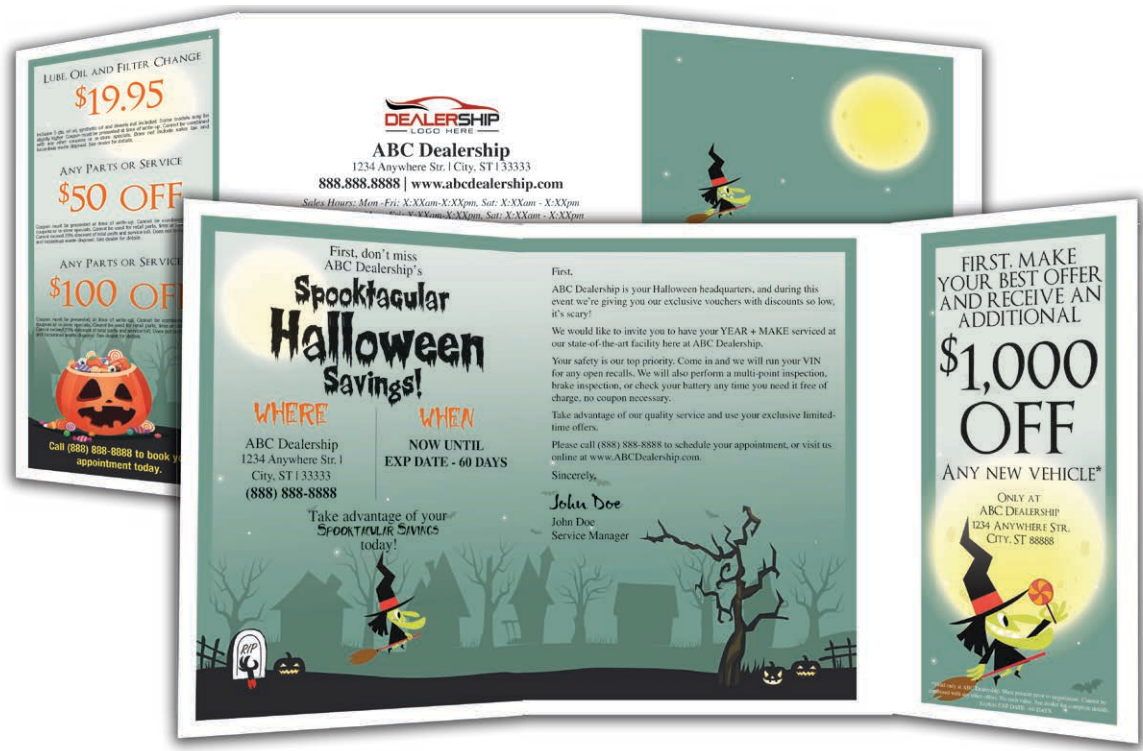
4/4 - 6x12 Invitation offset tri-fold slit & nested.
 Paper Stock #: 6846 = 100# Gloss Cover
 Envelope Stock #: 125 = A6 White

Focus

Halloween-Themed (Mails in October)

Campaign Enhancements

Sales on New Vehicles



LUBE OIL AND FILTER CHANGE
\$19.95

ANY PARTS OR SERVICE
\$50 OFF

ANY PARTS OR SERVICE
\$100 OFF

Call (888) 888-8888 to book your appointment today.

DEALERSHIP
 LOGO HERE

ABC Dealership
 1234 Anywhere Str. | City, ST | 33333
 888.888.8888 | www.abcd dealership.com
 Sales Hours: Mon-Fri: 9:00am-5:00pm, Sat: 9:00am-4:00pm

First, don't miss ABC Dealership's
Spooktacular Halloween Savings!

WHERE
 ABC Dealership
 1234 Anywhere Str. |
 City, ST | 33333
 (888) 888-8888

WHEN
 NOW UNTIL
 EXP DATE - 60 DAYS

Take advantage of your
SPOOKTACULAR SAVINGS
 today!

First,
 ABC Dealership is your Halloween headquarters, and during this event we're giving you our exclusive vouchers with discounts so low, it's scary!

We would like to invite you to have your YEAR + MAKE serviced at our state-of-the-art facility here at ABC Dealership.

Your safety is our top priority. Come in and we will run your VIN for any open recalls. We will also perform a multi-point inspection, brake inspection, or check your battery any time you need it free of charge, no coupon necessary.

Take advantage of our quality service and use your exclusive limited-time offers.

Please call (888) 888-8888 to schedule your appointment, or visit us online at www.ABCDealership.com.

Sincerely,
John Doe
 John Doe
 Service Manager

FIRST, MAKE YOUR BEST OFFER AND RECEIVE AN ADDITIONAL
\$1,000 OFF
 ANY NEW VEHICLE*

ONLY AT
 ABC DEALERSHIP
 1234 ANYWHERE STR.
 CITY, ST 88888