

BLACK FRIDAY

BUY BACK EVENT

Campaign Specs

iGEN 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:

Celebratory Theme

Campaign Enhancements:

- Buy Back Theme

ABC DEALERSHIP
BLACK FRIDAY SALE

* Name *
 * Address *
 * City * * ST * * Zip *

ABC DEALERSHIP BUY BACK OFFER
< Loc34_ >
But please see which it entitles.

OFFICIAL BUY BACK DETAILS FOR:
 * Year Make Model ***BLACK BOOK VALUE:** * Loc28_ *
 * Year Make Model ***BLACK BOOK VALUE:** * Loc28_ *

NEW 2018 TOYOTA CAMRY
 \$24,999 (EST. MSRP)
 \$24,999 (EST. MSRP)
 * COMPUTED MSRP * \$24,999 (EST. MSRP)
FINAL PRICE: * MSRP MSRP VER #1 *

NEW 2018 TOYOTA AVALON
 \$24,999 (EST. MSRP)
 \$24,999 (EST. MSRP)
 * COMPUTED MSRP * \$24,999 (EST. MSRP)
FINAL PRICE: * MSRP MSRP VER #2 *

ABC DEALERSHIP

WHEN
MONTH
 KX18, KX19, KX20 & KX21
*Friday even open * Saturday even open*
*Sunday even open * Monday even open*

WHERE
 ABC Dealership
 1234 Main Street
 Anytown, NJ, 08000
 888 888 8888

AWARD NUMBER
< SEQ # >
MATCH & WIN!!!
 A GUARANTEED NUMBER HAS BEEN CHOSE
 OUT IN THIS MAILING. SIMPLY MATCH YOUR
 WINNING NUMBER TO THE ONE POSTED AT
 THE GENT & YOU WIN!!!

< FIRST >
RECEIVE \$ DOLLAR
COINS JUST FOR
ATTENDING!
DEMAND FOR YOUR CAR
IS AT AN ALL-TIME HIGH.
 We are prepared to offer you an additional
 bonus of up to \$5000 MORE than the
 Black Book value of your trade-in car.
 An additional \$5000 BONUS TO YOUR
 Dealership when you CALL TODAY to
 schedule an appointment on your trade-in.

\$5,000
YOU MAY BE THE
WINNER OF...

Call 888-888-8888 to reserve a no obligation appointment time. GIFTS SUPPLIED BY ABC DEALERSHIP