

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:

Red/White/Clean Theme

Campaign Enhancements:

- Buy Back Theme

ABC DEALERSHIP
BUY BACK EVENT

DEALERSHIP
— LOGO HERE —

< Endorse >
< Name >
< Address >
< City >, < ST > < Zip >
[Barcode]

OFFICIAL BUY BACK
DETAILS FOR:

| < Year Make Model > BLACK BOOK VALUE: < BB AVG VAL >* | BUY BACK OFFER: < COMPUTED VAL > |
|--|-------------------------------------|
|--|-------------------------------------|

2019 Toyota Rav4
Lease for \$69/mo.¹

2019 Toyota Corolla
Lease for \$59/mo.¹

2019 Toyota Camry
Lease for \$60/mo.¹

Call 888-8888 and reserve a no-obligation appointment time for us to look over your vehicle and confirm an offer for your vehicle. Due to the increased demand of your vehicle, we are prepared to give you up to \$4,000 MORE** than the Black Book value on your trade-in, only during this event. Hurry - you may never see an opportunity like this again.

Sincerely,
John Smith
John Smith
General Manager

As Low As **0%** APR
AVAILABLE!

NOW THRU
DECEMBER 31 2019

ABC Dealership
123 Anywhere Rd. Anywhere, USA 55555
888.888.8888 | abcdealership.com

SALES HOURS
Monday-Friday: 8:30am-8pm
Saturday: 8:30am-7pm

OFFER ONLY VALID ON: <Year Make Model>

TO THE AMOUNT UP TO: <Computed Value>

POWERED BY *Black Book*

John Smith
AUTHORIZED SIGNATURE

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