

EASY. ENGAGING. EFFECTIVE.



2021 CANADIAN FALL MAILER TEMPLATES

August, September

Back to School, Football, Fall, Breast Cancer Awareness

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POPULAR SEASONAL OFFERS

- Alignment Discounts
- Cooling System Service Specials
- Brake Specials

- Fall Tire Storage
- All-Weather Floor Mats
- Battery – Complimentary Battery Check / Free Installation with Purchase
- Free Fall Inspection (Check battery, coolant, belts, hoses, headlights, fluids, tire pressure, brakes)

FIRSTLY

THANK YOU

FOR CONSIDERING US!

WHY CHOOSE REYNOLDS AND REYNOLDS?



PERSONALIZATION

Generate a higher return on your investment with personalized mailers that catch your customers' attention and convince them to take action.



VARIABLE PRINTING

Send the right offer to the right customers with variable printing. With one campaign you can target multiple customer segments with different offers, increasing response rates and protecting your bottom line. (See page 6 for examples).



CREATIVE DESIGN

Eye-catching design can mean the difference between your customer reading your direct mail piece or tossing it in the trash. Our creative design will get your message noticed by standing out in the mailbox.



INTELLIGENT OFFERS

Our nationwide network of marketing consultants has the experience to create offers that bring customers in. Throughout this book, you'll see examples of the ROI generated when these campaigns have been run for real dealers, and you'll see the offers that brought customers in.

CUSTOMIZE YOUR TEMPLATE

OUR TEMPLATES ARE 100% FLEXIBLE!



CHANGE THE
IMAGES



CHANGE THE
COPY



CHANGE THE SIZE



CHANGE THE
CONTENT



TEMPLATE CUSTOMIZATION

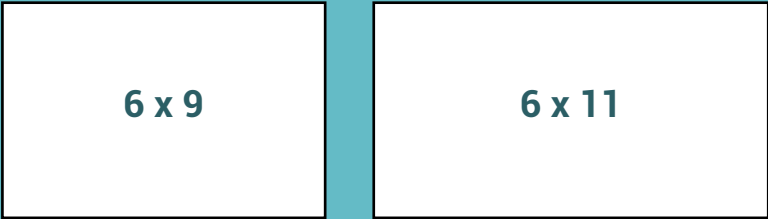
1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Custom coupons
8. Maps - especially important on conquest pieces!
9. QR codes

These options can be added to
ANY template!

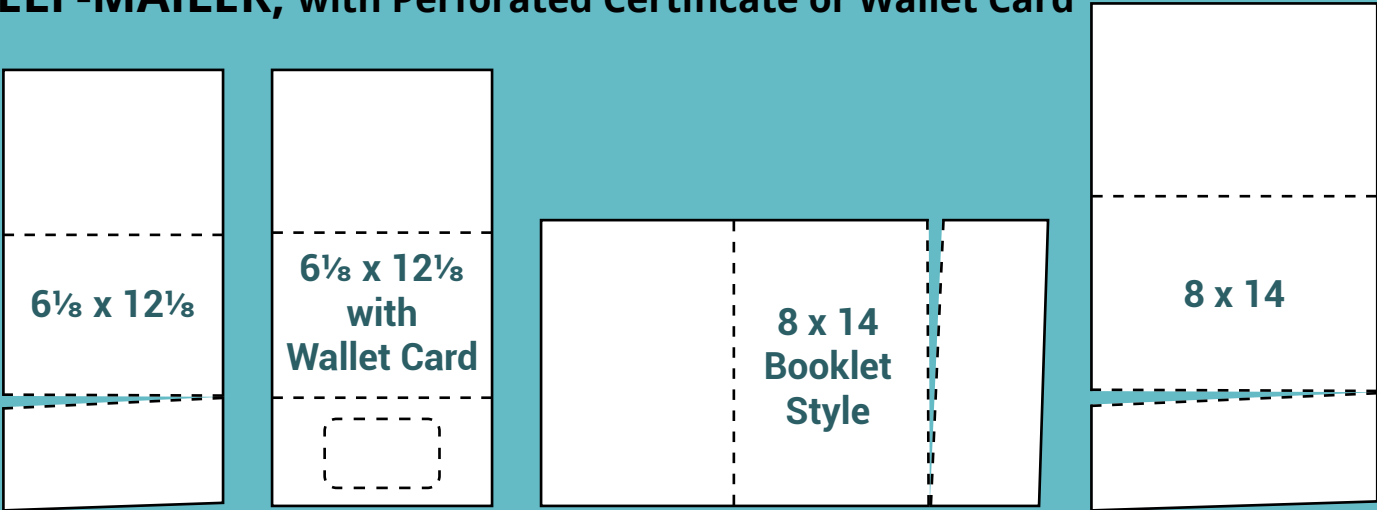
MAILER

SIZES

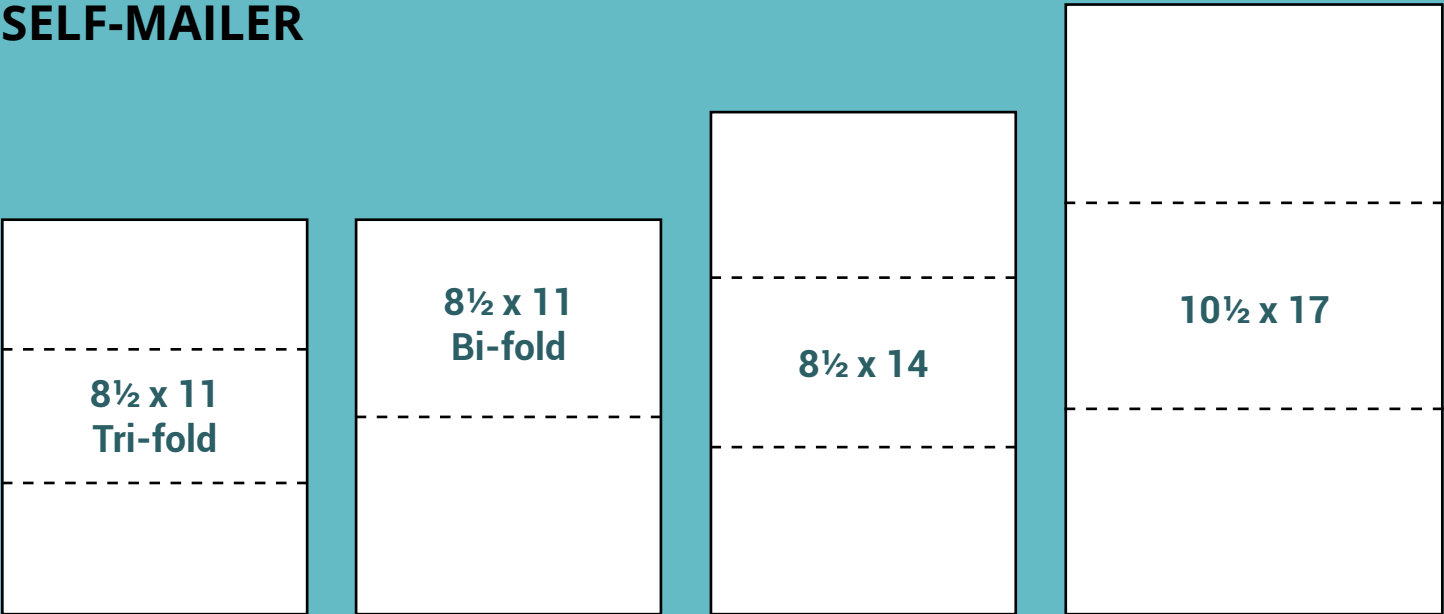
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card




SELF-MAILER



VARIABLE OFFERS

Variable printing allows you to target different customers with different offers within one mailing. The example below illustrates how offers can be changed based on the customer's service history. Variable printing can also be used to print variable service advisor names or salesperson names.

3 different targets | 3 different offers | 1 campaign



Jackson Dale 1234 Hollywood Ave.
Hollywood, CA 45401
123.456.7890

0085
06/01/19
DATE

PAY TO THE ORDER OF John Samples

Five dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE.
SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP.
CANNOT BE COMBINED WITH ANY OTHER OFFER.
EXPIRES 9/31/2017

⑆155774587⑆ 834872695 ⑆ 0085

Target 1

Current customers, who had service in the past 5 months, received **\$5.00** off.



Jackson Dale 1234 Hollywood Ave.
Hollywood, CA 45401
123.456.7890

0085
06/01/18
DATE

PAY TO THE ORDER OF Joe Buyer

Ten dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE.
SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP.
CANNOT BE COMBINED WITH ANY OTHER OFFER.
EXPIRES 9/31/2017

⑆155774587⑆ 834872695 ⑆ 0085

Target 2

Recent inactive customers with no service in the past 6-8 months, received **\$10.00** off.



Jackson Dale 1234 Hollywood Ave.
Hollywood, CA 45401
123.456.7890

0085
06/01/18
DATE

PAY TO THE ORDER OF Jane Smith

Fifteen dollars - good towards any service performed DOLLARS

FOR The Jackson Dale Automotive Rebate

Dave Hoffman

THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE.
SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE UP.
CANNOT BE COMBINED WITH ANY OTHER OFFER.
EXPIRES 9/31/2017

⑆155774587⑆ 834872695 ⑆ 0085

Target 3

Longer-term inactive customers, with no service in the past 9-12 months, and customers who purchased a car in the last 6-12 months with no service visits, received **\$15.00** off.

IDEAS

BACK TO SCHOOL

- A+ Savings
- A+ Amenities
- It's Time to Go Back to School
- Put the Kids on the Bus and Come See Us!
- We've Done Our Homework
- Your First Assignment: \$ave!
- Hurry in Before the Bell Rings
- Raise Your Hand for Savings
- Go Back to School in Style
- School Supply Savings
- Check These Off Your Back to School List
- ABC Savings
- Savings from A to Z

FOOTBALL/SUPER BOWL

- SUPER Savings
- Score Big Savings
- Are You Ready for Some Savings?
- Big Game Savings
- Extra Point Special
- Quarterback Sneak Special
- Flea Flicker Special
- 2-Point Conversion Special
- Kick-Off Service Savings
- Football Kickoff Savings
- Don't Miss the Action This Season

FALL

- Autumn is On Its Way
- Fall Into Savings
- Fall for Our Amazing Amenities
- Falling Prices
- Fall is Here
- Autumn Service Savings
- Special Autumn Savings
- Hello Autumn/Fall
- Rake in the Savings
- Autumn Days are Here
- Autumn Colors Savings
- Changing Colors Sale
- Don't LEAF These Savings
- Novemburrrr
- October Fest Sale
- Happy Fall Y'all
- Fall in Love with These Savings
- Welcome Fall

OFFERS THAT DRIVE ACTION

“What’s in it for me?” That’s how a customer decides to keep or toss your offers. With shorter attention spans than ever before, it’s critical that your offers instantly make the customer say, “I want that.” The mailer below generated an impressive 10% response rate from inactive customers. It’s a great example of an effective, stand-out mailer.

People generally lose concentration after eight seconds.*

Simple offers with minimal restrictions work best.

Low price oil changes, tiered discounts based on the amount spent, and flat discounts (such as this offer for \$15 off any service) work well. They tell the customer exactly what they are getting without any work to figure out if it is a good deal or not.

Offers must be easy to redeem.

Make it easy for customers to contact you. On just this side of the postcard, the website is referenced three times—two times with the web address and once with a QR code.

Personalized offers with the customer’s name grab attention and give the offer a more exclusive feel.

Offers should stand out.
In this example, the coupons stand out because the white background contrasts well with the orange surrounding them. The word FREE is in a bright, large font to draw the customer’s attention.



*Source: Microsoft Insights 2015 study. Best Practices: Vehicle based lists vs. Household based lists

FALL

TEMPLATES

THEMES

BACK TO
SCHOOL

FOOTBALL

FALL

BREAST CANCER
AWARENESS

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

6 $\frac{1}{8}$ x 12 $\frac{1}{8}$ " SELF-MAILER

8 x 14" SELF-MAILER

8 $\frac{1}{2}$ x 11" SELF-MAILER

8 $\frac{1}{2}$ x 14" SELF-MAILER

10 $\frac{1}{2}$ x 17" SELF-MAILER

REAL RESULTS

Throughout this book, ROI results are shown for previous U.S. customers who ran a campaign that utilized artwork similar to the templates shown. Each customer's results will vary based on the offers, mailing list criteria, radius, and individual market factors.

BACK TO
SCHOOL

6 x 11" POSTCARD

NEW!

NEW!



Front



Back

BACK TO
SCHOOL

6 x 11" POSTCARD

NEW!

NEW!

BACK TO SCHOOL

JOHN, GET YOUR <MAKE> IN FOR SERVICE BEFORE THE BELL RINGS!

FREE Car Wash with Any Service!

ADAMS FORD
456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.AdamsFord.com

BACK TO SCHOOL SORUS			
SPEND	SAVE	SPEND	SAVE
\$100-\$199	\$10	\$200-\$299	\$20
\$300-\$399	\$30	\$400-\$499	\$40

Front

ADAMS FORD
456 Reynolds Way • Dayton, OH 45478
937-456-7890 • www.AdamsFord.com

Service Hours: Monday, Wednesday & Friday 7:30 AM to 5:30 PM
Tuesday & Thursday 7:30 AM to 7:00 PM | Saturday 7:30 AM to 5:00 PM

What's Your Car Worth?
Find out instantly! Take a picture with your smart phone's camera - no app required!

OIL CHANGE SPECIAL PACKAGE
\$29.95

Includes: 5 qts standard oil, Genuine Ford oil filter and motor oil.
Excludes diesel vehicles.

Benefits: oil slightly higher. Up to 5 quarts of discarded oil. Valid only at Adams Ford. Power window does not apply to your service unless at time of window. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain services. Expires 11/30/23.

- Courtesy Shuttle
- Loaner Cars Available
- FREE Car Wash with Every Service
- Large, Comfortable Waiting Lounge
- State-of-the-art Facility
- 10 Technicians, 8 are Senior Master Technicians
- Ohio's Largest Genuine Ford Parts Inventory
- We'll Meet or Beat Competitor's Coupons

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Back

**WANT TO SEE A
SAMPLE?**
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.



Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD



Front



Back



Baker
Volkswagen

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.BakerVolkswagen.com
Hours: Monday–Friday 7:00 AM to 6:00 PM
Saturday 7:00 AM to 5:00 PM Sunday Closed



JOHN!!!

Are you **TARDY** for service on your Volkswagen?

Hurry into Baker Volkswagen today!





Front

TARDY SLIP

Baker
Volkswagen

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.BakerVolkswagen.com

Name John Samples
Reason Late for service on Jetta

ADMIT CUSTOMER FOR SERVICE

☒ EXCUSED
☐ UNEXCUSED

Jane Fonda
Manager Signature

\$15 OFF

Any Service
\$39.95 and over

Please present coupon to receive at time of order up. May not be combined with any other offers. Not valid with discounted inventory. Only valid at Baker Volkswagen. Expires 10/31/19.



WE SERVICE ALL MAKES AND MODELS

POSTAGE

TEMPLATE BODY


John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

Back

BACK TO
SCHOOL

6 x 9" POSTCARD



Front



Back



Front



Back

**WANT TO SEE A
SAMPLE?**
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

BACK TO SCHOOL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$19:1

TARGET: INACTIVE CUSTOMERS

**HOOK: OIL CHANGE \$39.95
CONVENTIONAL | \$59.95 SYNTHETIC**



Front



Back

BACK to SCHOOL SALE



John, turn over to see more offers just for you!

HAVERFIELD Honda

705 N. Reynolds Dr. | Dayton, OH 45434
 Mtn: 937.567.8970
 Service: 937.567.8971
www.HaverfieldHonda.com

Service Hours:
 Mon-Fri 8:00 AM to 6:00 PM
 Sat 8:00 AM to 3:00 PM

SAVE BIG

BUY 3 TIRES,
GET 1 TIRE FOR ONLY

\$1.00

Valid only at Haverfield Honda. Please present coupon to dealer at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of similar vehicles and services. Expires 90 days from date on card.

WE OFFER YOU

- Shuttle service & Loaner cars available
- Online service scheduling at our website
- Reconditioning services available
- Free car wash with every service
- Comfortable waiting lounge with wi-fi and refreshments

Front

HAVERFIELD Honda

705 N. Reynolds Dr. • Dayton, OH 45434

Service Hours: Monday–Friday 8:00 AM–6:00 PM
 Saturday 8:00 AM–3:00 PM • Closed Sunday

www.HaverfieldHonda.com

POSTAGE

BACK to SCHOOL SALE

Oil Change

\$24⁹⁵

Over 20

\$19⁹⁵

All others

Full synthetic oil changes and some taxes and fluids may be higher. Valid only at Haverfield Honda. Please present coupon to dealer at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 90 days from date on card.



8/1/2017 Template BTS11

10% OFF

Timing Belt, Valve Adjustment and Replace Spark Plugs, Coolant Service

Labor Only. Max of \$250

OR

15% OFF

Recommended Maintenance or Repair

Labor Only. Max of \$250

Valid only at Haverfield Honda. Please present coupon to dealer at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 90 days from date on card.



John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

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Back

BACK TO SCHOOL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

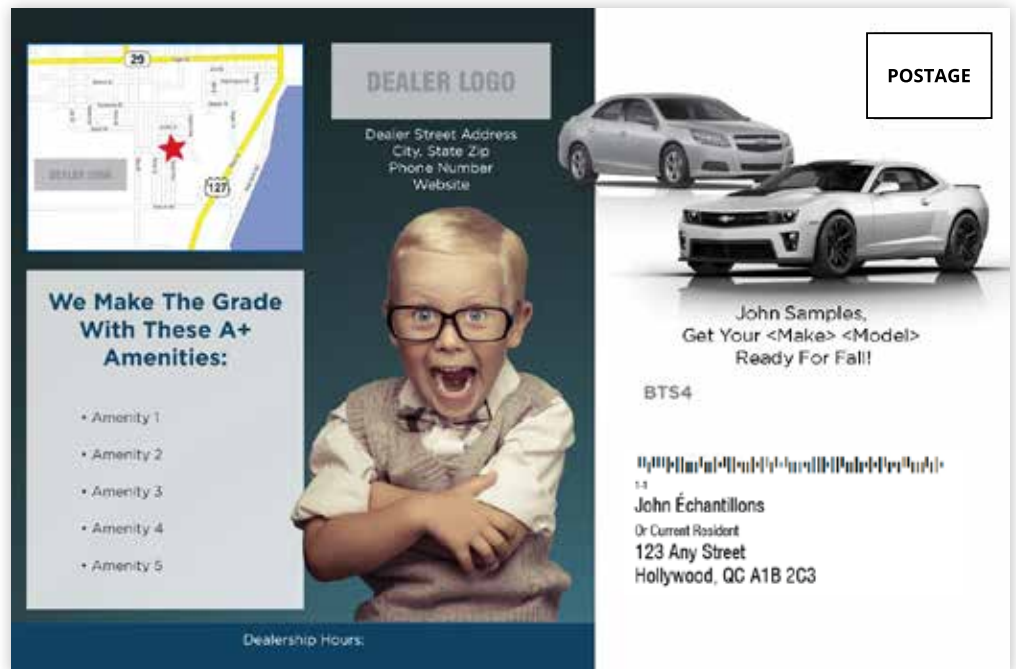
ROI: \$21:1

TARGET: ACTIVE CUSTOMERS DUE FOR SERVICE, INACTIVE, AND CONQUEST

HOOK: \$19.95 OIL CHANGE OR 10% OFF ANY SERVICE



Front



Back

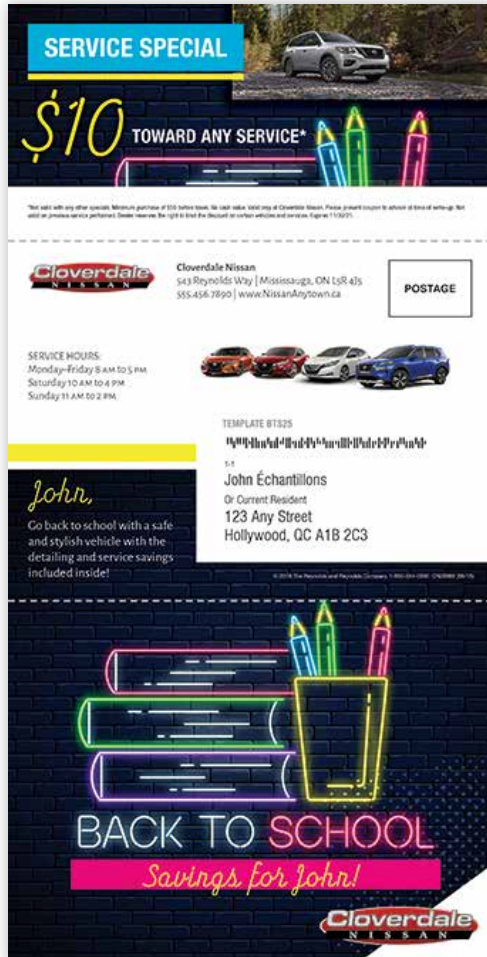
WANT TO SEE A SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

BACK TO SCHOOL

6⅞ x 12⅞" SELF-MAILER

NEW!

NEW!



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

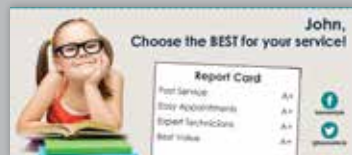
8½ x 11" SELF-MAILER



Outside



FOLDED



Front



Back

Inside



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

BACK TO
SCHOOL

10½ x 17" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

BACK TO
SCHOOL

10½ x 17" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

8½ x 11" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$53:1

TARGET: SERVICE DUE AND INACTIVE CUSTOMERS

HOOK: WORKS OIL CHANGE & TIRE ROTATION, \$34.95; \$25 OFF SERVICE OVER \$100

FOLDED



Front



Back



Outside



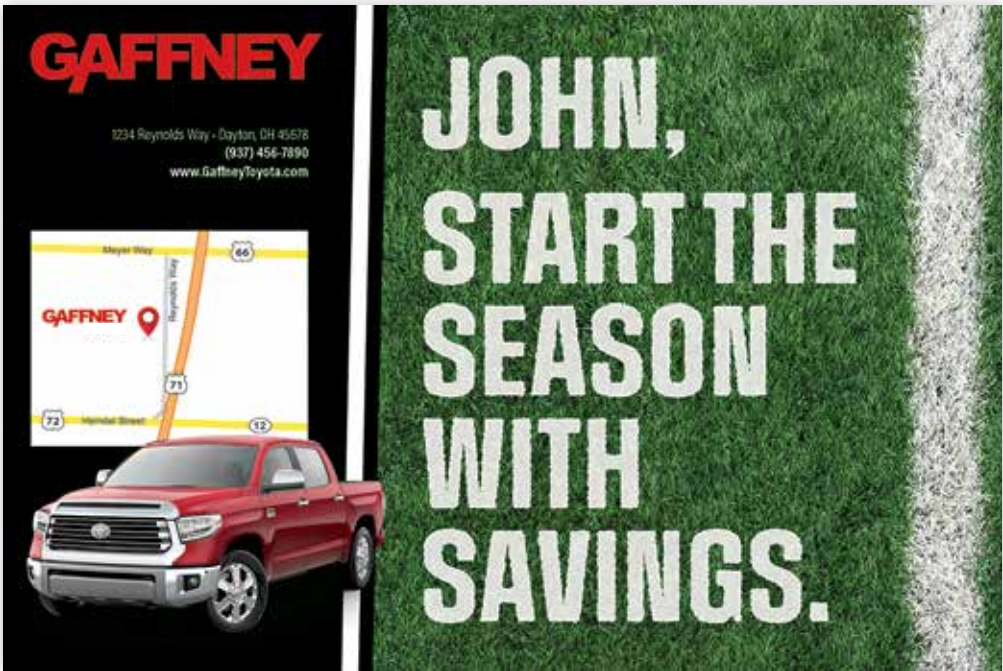
Inside

FOOTBALL

6 x 9" POSTCARD

NEW!

NEW!



Front



Back

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.HaverfieldHonda.com
Hours: Monday-Friday 7:00 am to 6:00 pm
Saturday 7:00 am to 5:00 pm Sunday Closed

JOHN,
ARE YOU READY FOR SOME
SAVINGS?

Trust our team to provide the best service experience in the Dayton area. Take advantage of all the extra benefits we provide!

- Factory Trained Technicians
- Complimentary Refreshments Available
- Comfortable Lounge with TV
- Shuttle Service Available

Front

HAVERFIELD
Honda

456 Reynolds Way • Dayton, OH 45678
937-456-7890 • www.HaverfieldHonda.com

Hours: Monday-Friday
7:00 am to 6:00 pm
Saturday 7:00 am to 5:00 pm
Sunday Closed

POSTAGE

JOHN,
ARE YOU READY FOR SOME
SAVINGS?

OIL CHANGE
\$10 OFF

Standard
Pay \$20.00

Pay \$10.00

**DISCOUNT ON
VEHICLE SERVICE**
**15% OFF LABOR
&
10% OFF PARTS**

ANY SERVICE

BRAKE SERVICE
FREE
BRAKE INSPECTION
20% OFF
ANY NEEDED REPAIRS

TEMPLATE #35
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

© 2018 The Reynolds and Reynolds Company. All rights reserved. Confidential and Proprietary Information.

Back

FOOTBALL

6 x 9" POSTCARD

Colors can be
adjusted for
any team!



Front



Back

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**



Front



Back

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOOTBALL

6 x 11" POSTCARD

FOOTBALL KICKOFF

SERVICE SAVINGS

FERMAN INFINITI

WE OFFER YOU

- Service & Loaner cars available
- Online service scheduling at our website
- Reconditioning services available
- Free car wash with every service
- Comfortable waiting lounge with Wi-Fi and refreshments

OIL CHANGE SPECIAL

\$10.00 OFF

If the Buckeyes win during the month of October or November, you will receive **\$10 OFF** any oil change. Includes a **FREE** multi-point inspection. Call for details.

705 N. Reynolds Dr. | Dayton, OH 45434 | 923-456-7890 | www.FermanInfiniti.com

Front

COMING SOON! BUY 3

Limited Time Offer, 10/1/17-10/31/17

Buy 3 eligible tires and... **\$1**

GET THE 4TH FOR

Eligible Tires:

FLEA FLICKER SPECIAL

Save 15% off any service. Here's what you could save!

Original Price	Save
\$14.95	Save \$2.24
\$29.95	Save \$4.49
\$39.95	Save \$5.99
\$49.95	Save \$7.49
\$59.95	Save \$8.99
\$69.95	Save \$10.49
\$79.95	Save \$11.99
\$89.95	Save \$13.49
\$99.95	Save \$14.99
\$109.95	Save \$16.49
\$119.95	Save \$17.99
\$129.95	Save \$19.49
\$139.95	Save \$20.99
\$149.95	Save \$22.49
\$159.95	Save \$23.99
\$169.95	Save \$25.49
\$179.95	Save \$26.99
\$189.95	Save \$28.49
\$199.95	Save \$29.99
\$209.95	Save \$31.49
\$219.95	Save \$32.99
\$229.95	Save \$34.49
\$239.95	Save \$35.99
\$249.95	Save \$37.49
\$259.95	Save \$38.99
\$269.95	Save \$40.49
\$279.95	Save \$41.99
\$289.95	Save \$43.49
\$299.95	Save \$44.99
\$309.95	Save \$46.49
\$319.95	Save \$47.99
\$329.95	Save \$49.49
\$339.95	Save \$50.99
\$349.95	Save \$52.49
\$359.95	Save \$53.99
\$369.95	Save \$55.49
\$379.95	Save \$56.99
\$389.95	Save \$58.49
\$399.95	Save \$59.99
\$409.95	Save \$61.49
\$419.95	Save \$62.99
\$429.95	Save \$64.49
\$439.95	Save \$65.99
\$449.95	Save \$67.49
\$459.95	Save \$68.99
\$469.95	Save \$70.49
\$479.95	Save \$71.99
\$489.95	Save \$73.49
\$499.95	Save \$74.99
\$509.95	Save \$76.49
\$519.95	Save \$77.99
\$529.95	Save \$79.49
\$539.95	Save \$80.99
\$549.95	Save \$82.49
\$559.95	Save \$83.99
\$569.95	Save \$85.49
\$579.95	Save \$86.99
\$589.95	Save \$88.49
\$599.95	Save \$89.99
\$609.95	Save \$91.49
\$619.95	Save \$92.99
\$629.95	Save \$94.49
\$639.95	Save \$95.99
\$649.95	Save \$97.49
\$659.95	Save \$98.99
\$669.95	Save \$100.49
\$679.95	Save \$101.99
\$689.95	Save \$103.49
\$699.95	Save \$104.99
\$709.95	Save \$106.49
\$719.95	Save \$107.99
\$729.95	Save \$109.49
\$739.95	Save \$110.99
\$749.95	Save \$112.49
\$759.95	Save \$113.99
\$769.95	Save \$115.49
\$779.95	Save \$116.99
\$789.95	Save \$118.49
\$799.95	Save \$119.99
\$809.95	Save \$121.49
\$819.95	Save \$122.99
\$829.95	Save \$124.49
\$839.95	Save \$125.99
\$849.95	Save \$127.49
\$859.95	Save \$128.99
\$869.95	Save \$130.49
\$879.95	Save \$131.99
\$889.95	Save \$133.49
\$899.95	Save \$134.99
\$909.95	Save \$136.49
\$919.95	Save \$137.99
\$929.95	Save \$139.49
\$939.95	Save \$140.99
\$949.95	Save \$142.49
\$959.95	Save \$143.99
\$969.95	Save \$145.49
\$979.95	Save \$146.99
\$989.95	Save \$148.49
\$999.95	Save \$149.99

SAVE UP TO \$105

2017 BUCKEYES FOOTBALL SCHEDULE

Date	Time	Opponent
Sept 12	7:30	vs. Miami
Sept 19	10:00	at. Panthers
Sept 26	1:05	at. Southsides
Oct 2	1:05	vs. Cowboys
Oct 6	8:35	vs. Cardinals
Oct 16	10:00	at. Bills
Oct 23	1:05	vs. Buccaneers
Oct 29	8:15	at. Jets
Nov 5	1:05	vs. Saints
Nov 13	1:25	at. Cardinals
Nov 20	1:25	vs. Patriots
Nov 27	10:00	at. Dolphins
Dec 4	10:00	at. Bears
Dec 11	1:05	vs. Jets
Dec 18	1:05	at. Patriots
Dec 24	1:25	at. Rams
Jan 1	1:25	vs. Seahawks

Service: Monday-Friday 7:30 am to 6:00 pm | Saturday 9:00 am-4:30 pm
Parts Hours: Monday-Friday 7:30 am to 6:00 pm | Saturday 9:00 am-4:30 pm

Template F14

John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

John, we welcome first time customers and service all makes & models!

Back

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.



Outside



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOLDED



Front



Back

FOOTBALL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.



Outside



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOLDED



Front



Back

FALL

6 x 9" POSTCARD

NEW!



Front



Back



Front



Back

FALL

6 x 11" POSTCARD

NEW!



WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

FALL

6 x 11" POSTCARD

NEW!

NEW!



Front



Back



Front



Back

FALL

6 x 9" POSTCARD



Front



Back

WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

SAVE ON VOLKSWAGEN SERVICE AT BAKER VOLKSWAGEN!

SYNTHETIC OIL & FILTER CHANGE

\$59.95

INCLUDES OIL & FILTER CHANGE

Price may be higher for some models, such as those requiring 5W-30 oil or those with diesel engines. Must present offer at time of service. Includes up to 5 quarts of oil. Discount applied before taxes. May not be combined with other offers. Limit one per customer. Not redeemable for previous purchases or cash. Valid only at Baker Volkswagen. Expires 11/30/25.



Complimentary TIRE ROTATION

We will rotate tire positions, inspect for wear, inspect valve stems for damage, inflate tires to correct pressure, and replace missing valve caps.

Valid only at Baker Volkswagen. Expires 11/30/25.

SPEND MORE, SAVE MORE!

\$10 Off

Any Service Of \$50 Or More

\$15 Off

Any Service Of \$100 Or More

\$20 Off

Any Service Of \$150 Or More

Must present offer at time of write-up. Offer excludes tires. Discount applied before taxes. May not be combined with other offers. Limit one per customer. Not redeemable for previous purchases or cash. Valid only at Baker Volkswagen. Expires 11/30/25.



AMENITIES:

- > Online Service Scheduling
- > Shuttle Service
- > Comfortable Lounge
- > Wi-Fi
- > Complimentary Snacks & Beverages
- > Complimentary Car Wash
- > Complimentary Multi-Point Inspection
- > Price Match Guarantee
- > We Honor Competitor's Coupons
- > VIP & Concierge Services
- > Free Loaner Car With Any 24 Hour Service

Front



Fall

INTO SAVINGS!

SEE OTHER SIDE FOR MORE DETAILS!



Baker Volkswagen

4567 Reynolds Way | Dayton, OH 45678
937.456.7890 | www.BakerVW.com

Service Hours:
Monday - Thursday 7 AM to 7 PM
Friday 6 AM to 7 PM
Saturday 8 AM to 5 PM
Sunday 12 PM to 5 PM



TEMPLATE F37



1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

© 2021 The Reynolds and Reynolds Company 1-800-444-4444 DT202109 226790

Back

FALL

6 x 9" POSTCARD



Front



Back



Front



Back

FALL

6 x 11" POSTCARD

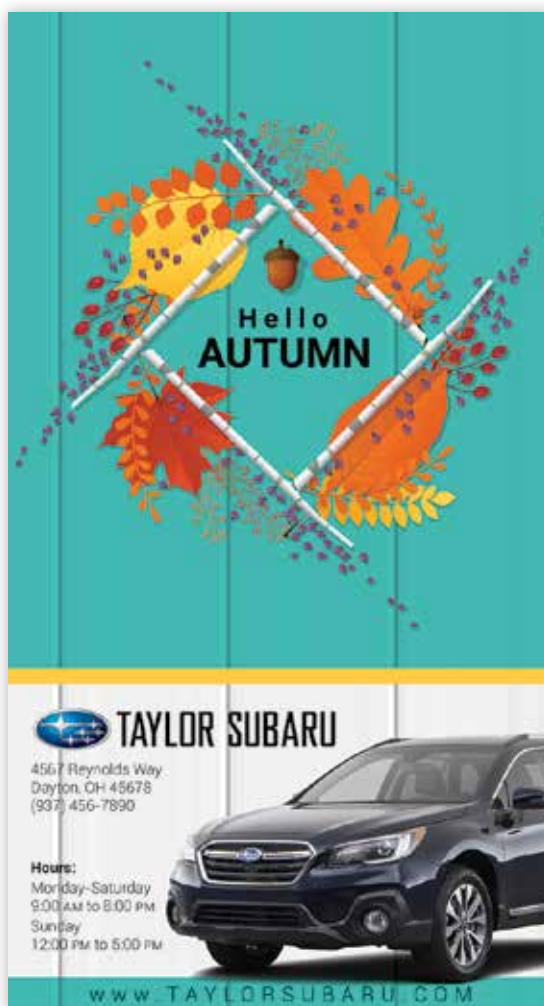
REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$23:1

TARGET: CONQUEST

HOOK: \$20 OFF OIL CHANGE; \$75 OFF MAJOR SERVICE (30/60/90K)



Front



Back



Front



Back

**WANT TO SEE A
SAMPLE?**
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.

FALL

6 x 11" POSTCARD

THESE DEALS ARE **A-MAIZE-ING!**
Sorry for the CORN-Y jokes!

VIP "THE WORKS" SPECIAL
\$69⁹⁵
SAVE \$30!

- Full synthetic oil change
- Tire rotation
- Multi-point inspection
- Front wiper blades
- Exterior car wash (weather permitting)

Valid only at Roseman Mazda. Please consult dealer to address all other offers. The following fees are included: 95¢ cash-in service center performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 11/30/16.

ROSERMAN **mazda** 456 Reynolds Way | Dayton, OH 45475
937-456-7890 | www.RosemanMazda.com

SERVICE HOURS:
Monday-Friday 7 am to 7 pm | Saturday 7 am to 5 pm

COME SEE WHY WE'RE YOUR DESTINATION FOR MAZDA SERVICE!

- > Free Vehicle Pick Up & Delivery
- > Convenient Service Hours - Even Saturday!
- > Early & Night Drop Off
- > Courtesy Shuttle Service
- > Customer Workstations
- > Complimentary Wi-Fi
- > Comfortable, Child-Friendly Waiting Area
- > Complimentary Snacks & Beverages
- > Car Wash With Every Service
- > Factory-Trained & Certified Technicians
- > We Service All Makes & Models
- > We Honor Competitor's Coupons

Conveniently Located!

Front

ROSERMAN **mazda** 456 Reynolds Way
Dayton, OH 45475
937-456-7890
www.RosemanMazda.com

FLOOR MAT SPECIAL
15% OFF
Custom All-Weather Floor Mats

Valid only at Roseman Mazda. Please consult dealer to address all other offers. The cash value does not apply. Not valid on previous service and repairs. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 11/30/16.

BUY MORE, SAVE MORE!

SPEND THIS	SAVE THIS
\$150 ⁰⁰ -\$300 ⁰⁰	Save \$15 ⁰⁰
\$301 ⁰⁰ -\$500 ⁰⁰	Save \$30 ⁰⁰
\$501 ⁰⁰ -\$1000 ⁰⁰	Save \$50 ⁰⁰
\$1001 ⁰⁰ -\$1500 ⁰⁰	Save \$100 ⁰⁰
\$1501 ⁰⁰ & UP	Save \$175 ⁰⁰

Valid only at Roseman Mazda. Please consult dealer to address all other offers. The cash value does not apply. Not valid on previous service and repairs. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 11/30/16.

John, get your 2015 Mazda CX3 ready for cooler weather!
Schedule a service appointment at www.RosemanMazda.com today!

POSTAGE

TEMPLATE F21

John Samples
or Current Resident
123 Any Street
Hollywood, USA 96765-4321

Back



Front



Back


6 x 9" POSTCARD

REAL RESULTS

 **ROI: \$31:1**



TARGET: INACTIVE CUSTOMERS



**HOOK: 10% OFF 2,
15% OFF 3, OR 20%
OFF 4 SERVICES**

**WANT TO SEE A
SAMPLE?
Contact your
Reynolds Document
Consultant, or email
RDS@reyrey.com.**



Front



[Back](#)



Front



Back

FALL

6 x 11" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$64:1

TARGET: INACTIVE CUSTOMERS

HOOK: 20% OFF PARTS AND LABOR (UP TO \$300)

FALL

6 x 9" POSTCARD

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

 **ROI: \$60:1**

 **TARGET: SERVICE DUE AND INACTIVE CUSTOMERS**

 **HOOK: 20% OFF PARTS AND LABOR (UP TO \$250)**



Front



Back

NEW!



Outside



Inside

FOLDED



Front



Back

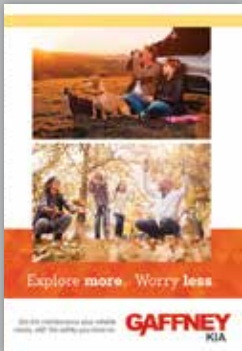
FALL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

FALL

6⅛ x 12⅛" SELF-MAILER

FOLDED



Front



Back



Outside



Inside



Outside



Inside

FOLDED



Front



Back

FALL

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

FALL

10½ x 17" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$104:1

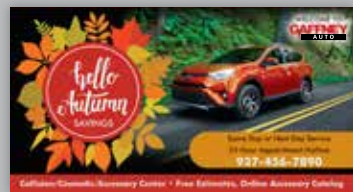
TARGET: ACTIVE, INACTIVE, & CONQUEST

HOOK: \$44.95 SYNTHETIC OIL CHANGE & TIRE ROTATION



Outside

FOLDED



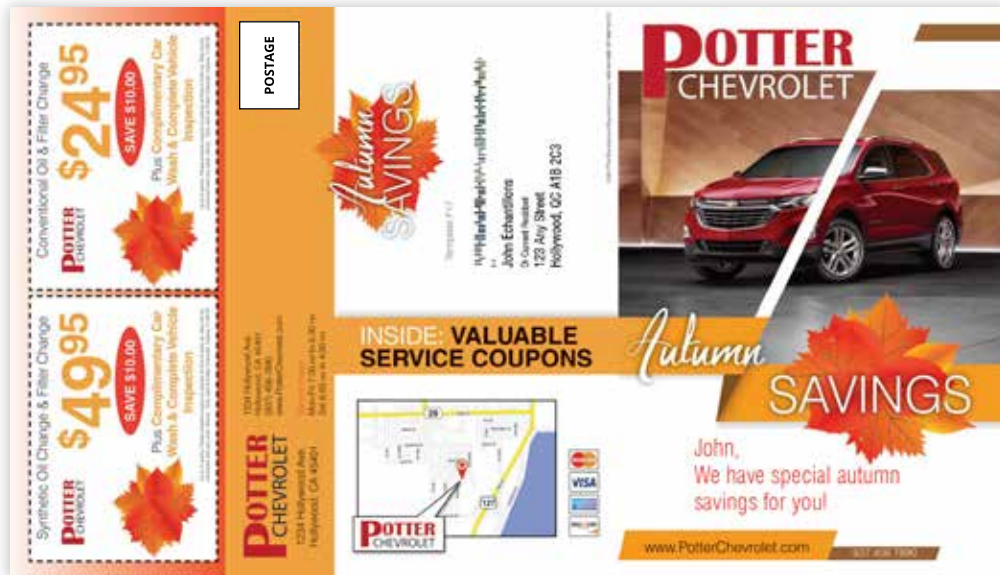
Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

FALL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FALL

10½ x 17" SELF-MAILER

REALRESULTS

Here's how this campaign performed for one of our U.S. customers!

ROI: \$109:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$29.95 FULL SYNTHETIC OIL CHANGE & TIRE ROTATION

FOLDED



Front



Back

BREAST CANCER AWARENESS

6 x 9" POSTCARD



Front



Back

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Document Services

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