

Easy. Engaging. Effective.



2021 CANADIAN SUMMER MAILER TEMPLATES

May, June, July
Summer

CONTENT

WHY CHOOSE REYNOLDS AND REYNOLDS?	2
CUSTOMIZE YOUR TEMPLATE	3
MAILER SIZES	4
VARIABLE OFFERS	5
INSIDE TEXT IDEAS	6
OFFERS THAT DRIVE ACTION	7
SUMMER TEMPLATES—INTRODUCTION	8
GENERAL SUMMER TEMPLATES	9-37
POSTCARDS	11-25
SELF-MAILERS	26-37

POPULAR SEASONAL

OFFERS

- Pre-Vacation Tune-up
- Windshield Wipers
- Cooling System Service
- Car Wash Packages
- Air Conditioning
- Tire Rotation

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



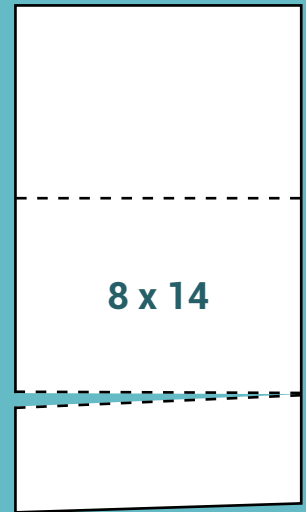
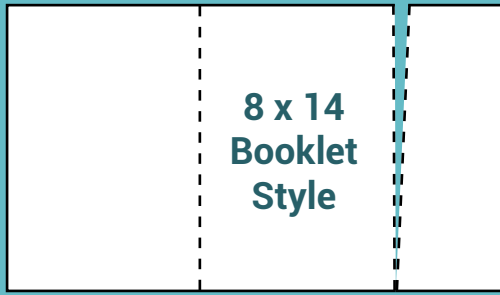
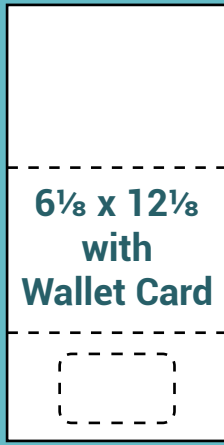
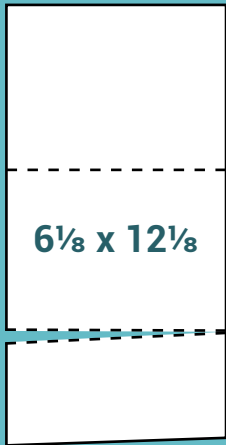
These options can be added to
ANY template!

SIZES

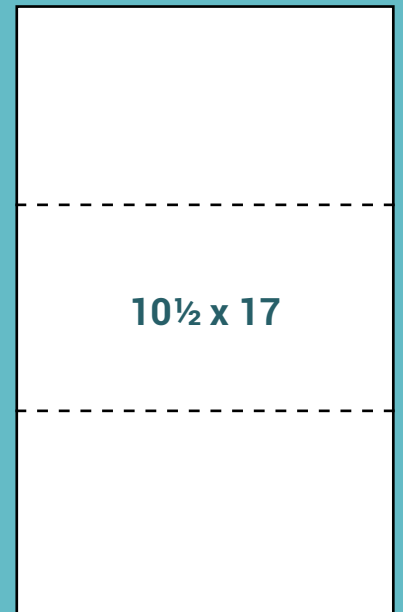
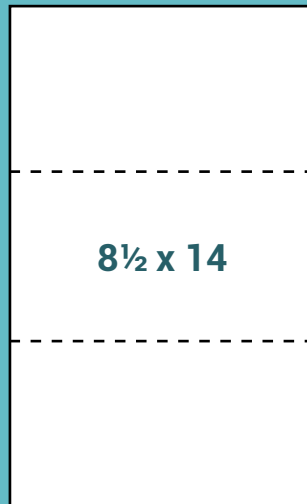
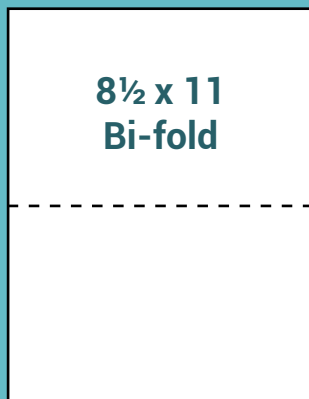
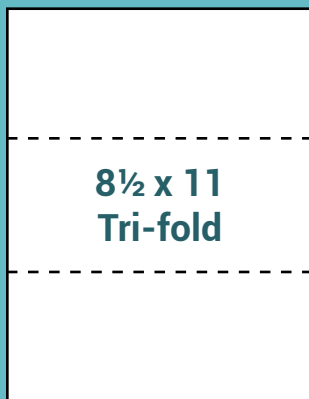
POSTCARDS



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. 0085
Hollywood, CA 45401
123.456.7890

DATE: 06/01/19

PAY TO THE ORDER OF: John Samples

\$ 5⁰⁰

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 8/31/2017

⑆155774587⑆ 834872695⑆ 0085

Target 1
Current customers, who had service in the past 5 months, received **\$5.00** off.



Jackson Dale 1234 Hollywood Ave. 0085
Hollywood, CA 45401
123.456.7890

DATE: 06/01/18

PAY TO THE ORDER OF: Joe Buyer

\$ 10⁰⁰

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 8/31/2017

⑆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. 0085
Hollywood, CA 45401
123.456.7890

DATE: 06/01/18

PAY TO THE ORDER OF: Jane Smith

\$ 15⁰⁰

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 8/31/2017

⑆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

GENERAL SUMMER

- Pre-Vacation Service Savings
- Road Trip Specials
- Life's a Picnic
- Summer Picnic Sale
- Summer of Savings
- Hot Savings
- Sizzling Savings
- Cool Summer Special
- Beat the Heat
- Dog Days of Summer
- Sunny Summer Savings
- Summer Vacation Sale
- Hottest Discounts
- Red Hot Savings
- Celebrate Summer
- Hot Days, Cool Savings

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.

30
Oil Change Express

RHG Auto Group
800 Presidential Blvd. | Schaeffer, AZ 85501
1-800-767-7879 | www.rhgauto.com

POSTAGE

5000 You are due for service at RHG Auto Group!

RHG Auto Group 6/30/17 2967
800 Presidential Blvd. | Schaeffer, AZ 85501 | 1-800-767-7879
www.rhgauto.com

Joe Reynolds \$15.00
Fifteen Dollars - Good towards any service or repair

Service Rewards **RHG Auto Group**

002230 7862103330 01482467

FREE Car Wash With Every Service

FREE Certified Multi-Point Inspection

Scan to Schedule Your 1st Service Appointment & Start Saving!

5-1
Joe Reynolds
Or Current Resident
200 South Main Street
Schaeffer, AZ 85501

Service Hours:
Monday-Friday 7am to 5pm • Saturday 8:30am to 5pm

Schedule Online At
www.RHGAuto.com

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

SUMMER

TEMPLATES

THEMES

GENERAL
SUMMER

SIZES

6 x 9" POSTCARD

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

6 x 11" POSTCARD

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

REALRESULTS

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.



Front



Back

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

GENERAL
SUMMER

6 x 11" POSTCARD

NEW!

NEW!



Front



Back

GENERAL
SUMMER

6 x 9" POSTCARD

Our techs aren't this cute
BUT
they ARE certified to fix your <Make>!

COMFORTABLE LOUNGE • FREE WIFI • SHUTTLE SERVICE • PRICE MATCH

OIL & FILTER CHANGE
\$20 OFF! Regular price: \$59.95
Must present coupon at time of write-up. See service advisor for details. Certain models additional. Valid only at Baker Volkswagen. Expires 8/31/20.

Baker Volkswagen
456 Reynolds Way | Dayton, OH 45678
937.465.7890 | www.BakerVolkswagen.com

Front

Baker Volkswagen
456 Reynolds Way | Dayton, OH 45678
937.465.7890 | www.BakerVolkswagen.com

SERVICE HOURS
MON-FRI: 8:00 AM to 5:00 PM
SAT: 9:00 AM to 3:00 PM
CLOSED SUNDAY

SUMMER CHECK UP
\$24.95
- Check front and rear brakes
- Multi-point inspection
- Analyze tires for damage/wear
Must present coupon at time of write-up. See service advisor for details. Certain models additional. Valid only at Baker Volkswagen. Expires 8/31/20.

BOOK YOUR APPOINTMENT ONLINE
and get an extra
\$5 OFF
Enter promo code EXTRA when you schedule. May combine with other offers. Not valid on prior purchases. Valid only at Baker Volkswagen. Expires 8/31/20.

POSTAGE

John, book your appointment online for NO-WAIT service!

TEMPLATE SM47
1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

ONLINE SCHEDULING • FREE COFFEE & DONUTS • CAR WASH W/ SERVICE

Back

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

GENERAL
SUMMER

6 x 11" POSTCARD



Front



Back



Front



Back

GENERAL
SUMMER

6 x 11" POSTCARD



Front



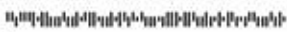


Back

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



Front

 <p>Baker Volkswagen 456 Reynolds Way Dayton, OH 45678 937-456-7890 www.BakerVW.com</p> <p>Hours: Monday-Friday 7:00 AM to 6:00 PM Saturday 7:00 AM to 5:00 PM Sunday Closed</p>		 <p>POSTAGE</p> <p><i>Keep cool</i> this summer!</p>
<p><i>Summer Oil Change Special</i></p> <p>\$20 off Any Oil change service</p> <p><small>Please present coupon to dealer at time of service. May not be combined with any other offers. Not valid with discounted services. Only valid at Baker Volkswagen. Expires 8/31/18.</small></p>	<p>Chill out at Baker Volkswagen!</p> <p>AIR CONDITIONED lounge with Wi-Fi</p> <p>Complimentary snacks and COLD beverages (and hot ones too)</p> <p>COOL DOWN in the car wash—free with any service</p> <p>INDOOR kids play area</p>	<p>John, Hurry before this offer melts away!</p> <p>TEMPLATE SM41</p>  <p>1-1 John Samples Or Current Resident 123 Any Street Hollywood, CA 54321</p> <p><small>© 2018 The Reynolds and Reynolds Company 1-800-388-0848 2317498 231750</small></p>

Back

GENERAL
SUMMER

6 x 11" POSTCARD

Your choice of local scenery here.



Chisos Mountains

ROAD TRIP!

Take advantage of our summer service specials today!

Jackson Dale



188 Reynolds Way
Dayton, TX 45678
(937) 456-7890
www.JacksonDaleBGMC.com

WILDCARD SERVICE DISCOUNT

May be used on any qualified repair or service. Ask Service Advisor for details.
UP TO \$120 IN SAVINGS.

Maximum \$120 in savings. Requires valid Wildcard. Restricted to certain categories of vehicle. Excludes repairs for vehicles not on schedule for scheduled maintenance. Void where prohibited. ©2021 GM. All rights reserved.



CHECK ENGINE LIGHT DIAGNOSTIC

FREE

- FREE Check Engine Light Diagnostic to determine initial fault codes.
- Includes diagnostic to repair all illuminated codes and fix issues.
- FREE Multi-Point Inspection.
- Save \$120 off normal price.

Maximum \$120 in savings. Requires valid Wildcard. Restricted to certain categories of vehicle. Excludes repairs for vehicles not on schedule for scheduled maintenance. Void where prohibited. ©2021 GM. All rights reserved.

Front

Jackson Dale



456 Reynolds Way
Dayton, TX 45678
(937) 456-7890
www.JacksonDaleBGMC.com

Service Hours
Monday-Friday 7:30 am to 5:30 pm
Saturday 8:00 am to 1:00 pm
Closed Sunday

POSTAGE

Is your vehicle ready for a summer

ROAD TRIP?



San Antonio Riverwalk

We Service Most Makes & Models

FREE Car Wash with Service

FREE Shuttle Service

\$34.95 OIL CHANGE PACKAGE IS BACK!

INCLUDES:

- FREE Tire Rotation \$21.95 Value
- FREE Multi-Point Inspection
- FREE Car Wash

Normal Package Price \$76.90
SAVE \$41.95

Maximum \$41.95 in savings. Requires valid Wildcard. Restricted to certain categories of vehicle. Excludes repairs for vehicles not on schedule for scheduled maintenance. Void where prohibited. ©2021 GM. All rights reserved.

TEMPLATE SM40

John Samples
Dr. Current Resident
123 Any Street
Hollywood, CA 54321

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SCHEDULE YOUR NEXT APPOINTMENT ONLINE TODAY FOR NO-WAIT SERVICE! www.JacksonDaleBGMC.com

Back

We miss you.

John's Welcome Back Special

CONVENTIONAL OIL CHANGE
\$20.19 Plus tax. Valid only at Rods Chevrolet. Expires 8/30/18.

SYNTHETIC OIL CHANGE
\$29.95 Plus tax. Valid only at Rods Chevrolet. Expires 8/30/18.

RODS
CHEVROLET
 937-456-7890
 www.RodsChevrolet.com

Come back and save today!

Front

RODS CHEVROLET 456 Reynolds Way • Dayton, OH 45678
 937-456-7890
 www.RodsChevrolet.com

Service Hours
 Mon-Fri 7 AM to 6 PM
 Sat 7 AM to 5 PM

POSTAGE

AIR CONDITIONING SPECIAL
FREE + 10% off
 A/C check A/C service
Please present coupon to advisor at time of set-up. May not be combined with any other offers. Not valid with discounted services. Only valid at Rods Chevrolet. Expires 8/31/18.

VARIABLE DISCOUNT

SPEND	SAVE	SPEND	SAVE
\$0-\$50 ⁰⁰	\$10 OFF	\$151-\$200 ⁰⁰	\$40 OFF
\$51-\$100 ⁰⁰	\$20 OFF	\$201-\$250 ⁰⁰	\$50 OFF
\$101-\$150 ⁰⁰	\$30 OFF	\$251-\$300 ⁰⁰	\$60 OFF

Please present coupon to advisor at time of set-up. May not be combined with any other offers. Not valid with discounted services. Only valid at Rods Chevrolet. Expires 8/31/18.

BATTERY SPECIAL
FREE + \$20 off
 Battery check Battery installation
Please present coupon to advisor at time of set-up. May not be combined with any other offers. Not valid with discounted services. Only valid at Rods Chevrolet. Expires 8/31/18.

Schedule online today!

TEMPLATE SM39

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

© 2018 The Reynolds and Reynolds Company 1-800-388-0888 2F01889 2017-18

Back

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

GENERAL
SUMMER

6 x 11" POSTCARD

HAVERFIELD
Honda

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

CALL TODAY TO SAVE!





Let's Get Ready For
SUMMER

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

- Factory Trained Technicians
- Coffee & Water Available
- Comfortable Waiting Lounge with TV
- Shuttle Service Available

Front

HAVERFIELD
Honda

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

Hours: Monday-Friday
7:00 AM to 6:00 PM
Saturday 7:00 AM to 5:00 PM
Sunday Closed

POSTAGE

JOHN,
Let's Get Ready For
SUMMER



OIL CHANGE
\$10 OFF

Includes: Oil, Filter & Fluids
Valid on all Honda models. Excludes 2015-2016 Civic Hybrid. See dealer for details.



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

ANY SERVICE

Excludes major repairs. See dealer for details.

A/C REPAIRS
20% OFF

LABOR ONLY



TEMPLATE SMS3
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

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Back



Front



Back

GENERAL
SUMMER

6 x 11" POSTCARD

**SUMMER
KEEPING YOU BUSY,
JOHN?**

At Golden Hyundai, we're open late for service,
and no appointment is needed for an oil change.

GOLDEN HYUNDAI 456 Reynolds Way • Dayton, OH 45678
987-456-7890 • www.GoldenHyundai.com

\$15 OIL CHANGE!
Includes Conventional Oil & Filter Change
Plus Complete Vehicle Inspection

Please present coupon to receive oil change at time of service. This special offer has some restrictions. See website for complete details. Offer good through 8/31/2019.

Front

GOLDEN HYUNDAI 456 Reynolds Way • Dayton, OH 45678
987-456-7890 • www.GoldenHyundai.com

SAVE TIME & MONEY AT GOLDEN HYUNDAI THIS SUMMER!

BRAKE SPECIAL
• Brake system inspection
• New pads or rotors
• Resurfacing or resharpening of rotors
• Lifetime guarantee
\$50 OFF

Please present coupon to receive oil change at time of service. This special offer has some restrictions. See website for complete details. Offer good through 8/31/2019.

A/C SYSTEM SERVICE
Is your vehicle prepared for the summer season?
Come in today and get your A/C serviced!
\$10 OFF

Please present coupon to receive oil change at time of service. This special offer has some restrictions. See website for complete details. Offer good through 8/31/2019.

Postage

Comfortable lounge
Complimentary Wi-Fi
Complimentary snacks & beverages
Large screen TV
Early bird/late night drop off
Factory Trained technicians
Service all makes & models

Monday-Friday: 8 am to 6 pm • Saturday-Sunday: 11 am to 4 pm • www.GoldenHyundai.com

TEMPLATE SM25
John Échantillon
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3


Back

REALRESULTS

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

 **ROI: \$9:1**

 **TARGET: CONQUEST CUSTOMERS & EXISTING CUSTOMERS WITH ONLY 1 SERVICE VISIT IN PRIOR 15 MONTHS**

 **HOOKS: BUY 1 GET 1 FREE OIL CHANGE; COMPLIMENTARY A/C INSPECTION**



Front



Back

GENERAL
SUMMER

6 x 11" POSTCARD

REALRESULTS

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

ROI: \$60:1

TARGET: ACTIVE CUSTOMERS

HOOK: \$10 OFF OIL CHANGE

2018 CINCINNATI REDS SCHEDULE

APRIL **MAY**

JUNE **JULY**

AUGUST **SEPTEMBER**

TIMES ARE SUBJECT TO CHANGE • TIMES LISTED ARE EASTERN TIME • STD = HOME, UST = AWAY

GRAND SLAM SAVINGS!

Jackson Dale 456 Reynolds Way • Dayton, OH 45445
 Main: 800-555-4561 • Service: 800-555-4560
 Sales: 800-555-4562
 www.JacksonDale.com

Front

Jackson Dale 456 Reynolds Way • Dayton, OH 45445
 Main: 800-555-4561 • Service: 800-555-4560
 Sales: 800-555-4562
 www.JacksonDale.com

Shuttle Service Available
 Online Service Scheduling
 At Our Website At
 www.JacksonDale.com

ALIGNMENT SPECIAL
\$99⁹⁵ Front End, Rear Alignment
Hold only at Jackson Dale Buick GMC, all other services, and taxes. Some make may be other. Retail customer only. One dealer per vehicle and details. Reserve by the original retail price. See dealer for details. Expires 9/30/18.

HOME TEAM SPECIAL
Lube, Oil & Filter
\$10⁰⁰ OFF
Hold only at Jackson Dale Buick GMC. Please present coupon to receive at time of sale. All times and other fees apply. This offer is in conjunction with other offers. Dealer reserves the right to back the amount on certain vehicles and services. Expires 9/30/18.

JOHN'S BONUS BUCKS
 The More You Spend, The More You Save!

Spend	\$50 ⁰⁰ - \$150 ⁰⁰	\$151 ⁰⁰ - \$250 ⁰⁰	\$251 ⁰⁰ - \$350 ⁰⁰	\$351 ⁰⁰ - \$450 ⁰⁰	\$451 ⁰⁰ - \$550 ⁰⁰	\$551 ⁰⁰ - \$650 ⁰⁰	\$651 ⁰⁰ - \$750 ⁰⁰	\$751 ⁰⁰ & over
Save	\$10	\$30	\$40	\$60	\$70	\$80	\$90	\$100

Hold only at Jackson Dale Buick GMC. Please present coupon to receive at time of sale. Tax and other fees may apply. This offer is in conjunction with other offers. Dealer reserves the right to back the amount on certain vehicles and services. Expires 9/30/18.

Hours: Monday - Friday 8:30 AM to 7:30 PM, Saturday 9:00 AM to 6:00 PM, Sunday 12:00 PM to 5:00 PM

POSTAGE

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

Back

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

REALRESULTS

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

ROI: \$16:1

TARGET: CONQUEST CUSTOMERS

HOOKS: \$14.95 CONVENTIONAL/ \$39.95 SYNTHETIC OIL CHANGE

SUMMER SAVINGS **SAMPLETON Auto Group**

ALIGNMENT SPECIAL Front & Rear **\$59⁹⁵**

COOL SUMMER SPECIAL AC Service **\$39⁹⁵**

SUMMER SAVINGS SPECIAL Oil Change, Air Filter, Tire Rotation, PLUS Fuel Additive AND Alignment Check **\$89⁹⁵**

HOT SUMMER SAVINGS Oil Change **\$4⁹⁵**

SPEND AND SAVE

If Your Total Bill is From:	You Save:
\$50-\$99 ⁹⁹	\$20.00
\$100-\$199 ⁹⁹	\$30.00
\$200-\$299 ⁹⁹	\$30.00
\$300-\$399 ⁹⁹	\$40.00
\$400-\$499 ⁹⁹	\$50.00
\$500 or More	\$75.00

Service & Parts Hours: Monday-Friday 7:00am to 6:00pm | Saturday 7:00am to 4:00pm | Closed Sunday.

Front

SAMPLETON Auto Group

1234 Anytime Pkwy | Template, OH 45455
Main: 112-334-5566 | Service: 777-665-4432
www.YourDealerWebsiteGoesHere.com

Check us out online to see why so many of your friends and neighbors trust us to service their Hondas. In addition to great service at a great price, we also offer:

- > Free shuttle service and online service scheduling for your convenience
- > A comfortable lounge with free Wi-Fi and refreshments.

POSTAGE

John, your Summer Service Savings are here!

Conveniently located just off I-75 between SA 26 and HWY 103 on Amkor Parkway

TEMPLATE SM17

1-1
John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

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Back



Outside



Inside

FOLDED



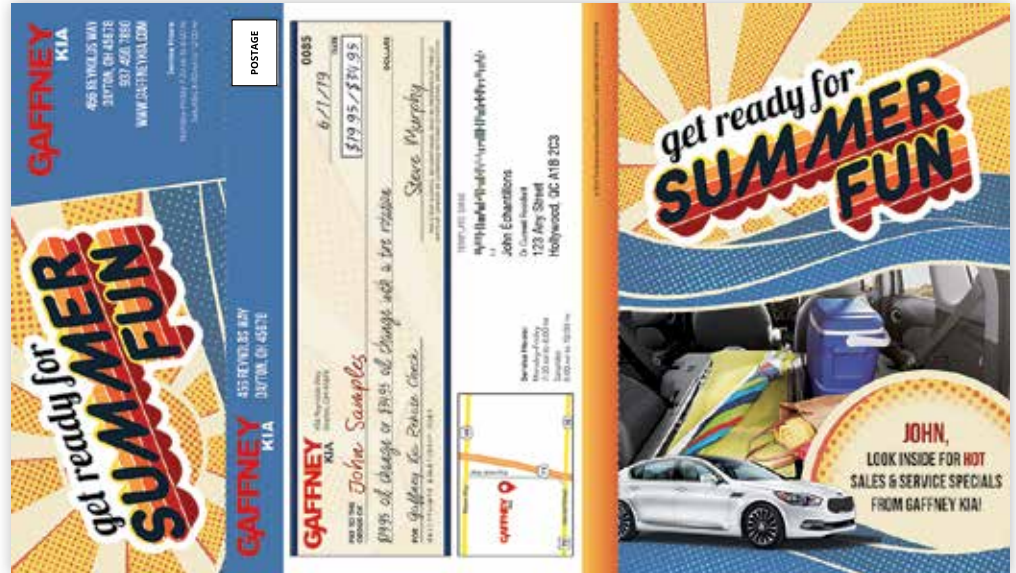
Front



Back

GENERAL
SUMMER

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



Front



Back

GENERAL SUMMER

8 x 14" SELF-MAILER

REAL RESULTS

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

ROI: \$13:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$34.95 OIL CHANGE WITH COMPLIMENTARY CAR WASH



Outside

FOLDED



Front



Inside



Back



Outside



Inside

LIFT THE FLAP TO REVEAL AN OPEN GRILL AND CONVERTIBLE!



Front



Back



Front



Back

GENERAL SUMMER

8½ x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

GENERAL SUMMER

8½ x 11" SELF-MAILER

REALRESULTS

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

ROI: \$57:1

TARGET: ACTIVE & INACTIVE CUSTOMERS (0-24 MONTHS) IN A 10 MILE RADIUS

HOOKS: \$8 OFF OIL CHANGE; 10% OFF FACTORY MAINTENANCE



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

GENERAL
SUMMER


10½ x 17" SELF-MAILER

REALRESULTS

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

 **ROI: \$12:1**

 **TARGET: ACTIVE & INACTIVE CUSTOMERS**

 **HOOK: OIL CHANGE, TIRE ROTATION, AND INSPECTION, \$36.22**



Outside

FOLDED



Front



Back

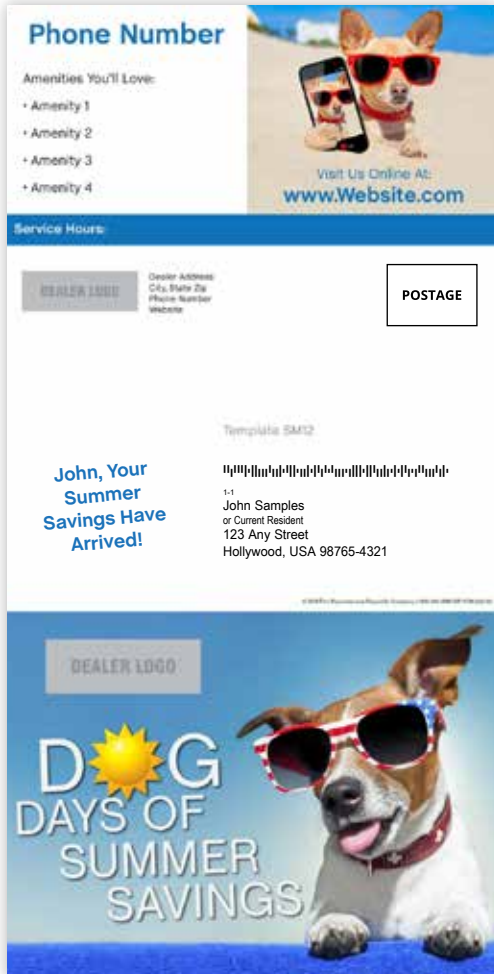


Inside

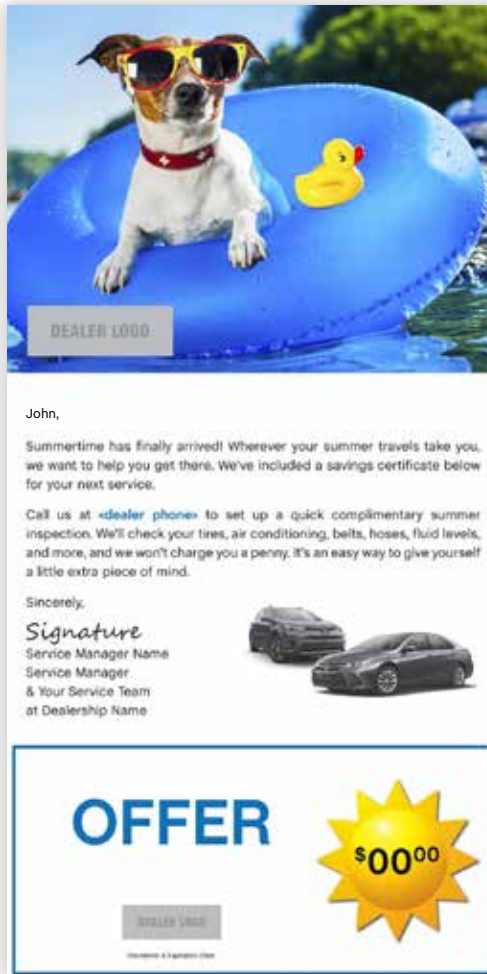
REALRESULTS

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

-  **ROI: \$31:1**
-  **TARGET: INACTIVE CUSTOMERS**
-  **HOOK: BUY ONE-GET ONE FREE OIL CHANGE**



Outside



Inside

FOLDED



Front



Back



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