

Easy. Engaging. Effective.



2020-21 WINTER MAILER TEMPLATES

December, January, February
Winter, Super Football, Valentine's Day, Presidents' Day

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POPULAR SEASONAL OFFERS

- Pothole Special / Alignment
- Battery Replacement
- Brake Specials
- Tire Specials
- Complimentary Car Wash (Wash away Winter salt)

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.



SMART DATA

Send targeted, cost-effective mailers by using data to fine-tune your mailing list. In addition to choosing makes, models, year, and a zip code radius, Reynolds will work with you to identify top prospects.



QUICK TURNAROUND

Within 24 hours, our design team will create a mailer that meets your goals. Following approval, your mailers will be produced in three days or less.

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

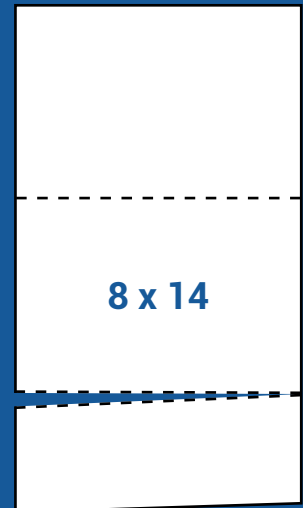
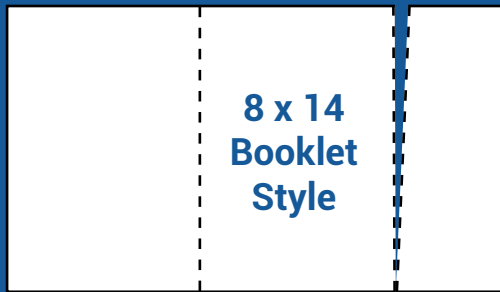
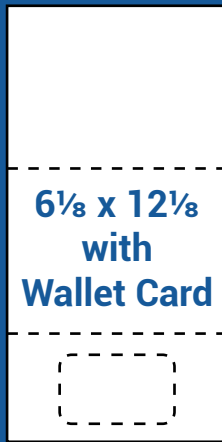
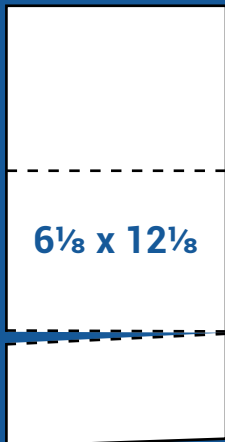
These options can be added to
ANY template!

SIZES

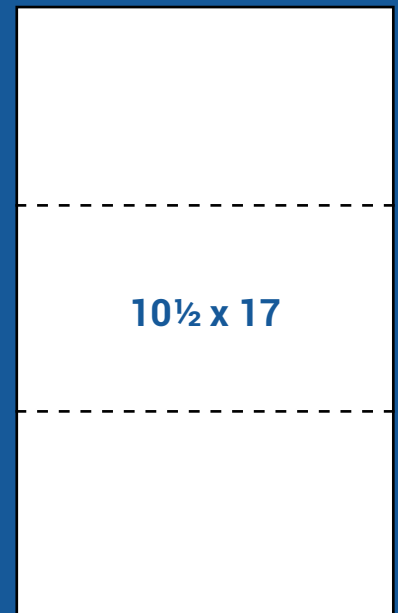
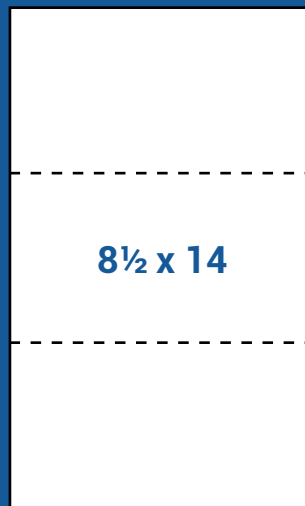
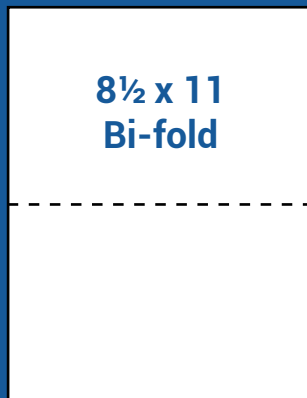
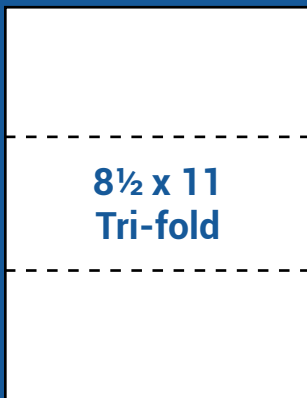
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



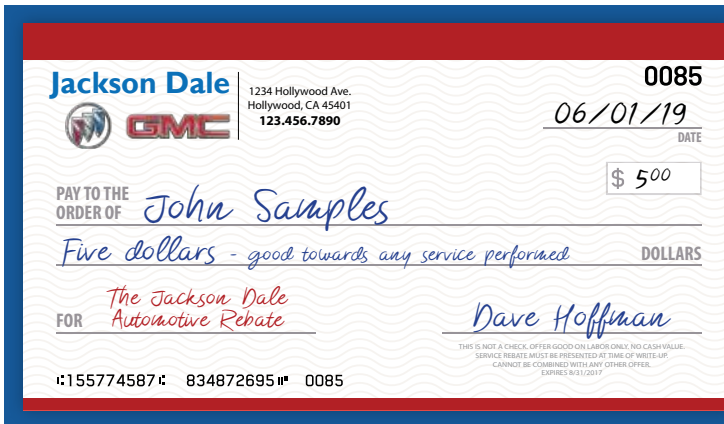
SELF-MAILER



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



A check from Jackson Dale GMC, 1234 Hollywood Ave., Hollywood, CA 45401, 123.456.7890. The check number is 0085, dated 06/01/19. It is payable to John Samples for five dollars. The check is for the Jackson Dale Automotive Rebate, signed by Dave Hoffman. The MICR line at the bottom is ⑆155774587⑆ 834872695⑆ 0085.

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



A check from Jackson Dale GMC, 1234 Hollywood Ave., Hollywood, CA 45401, 123.456.7890. The check number is 0085, dated 06/01/18. It is payable to Joe Buyer for ten dollars. The check is for the Jackson Dale Automotive Rebate, signed by Dave Hoffman. The MICR line at the bottom is ⑆155774587⑆ 834872695⑆ 0085.

Target 2
Recent inactive customers with no service in the past 6-8 months, received **\$10.00** off.



A check from Jackson Dale GMC, 1234 Hollywood Ave., Hollywood, CA 45401, 123.456.7890. The check number is 0085, dated 06/01/18. It is payable to Jane Smith for fifteen dollars. The check is for the Jackson Dale Automotive Rebate, signed by Dave Hoffman. The MICR line at the bottom is ⑆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.

SCHEDULING SUGGESTIONS

Mailers will be produced and delivered to the post office within three days of final approval of your artwork and mailing list. To allow time for standard delivery (6-9 days from production) please note the guidelines below for order approval dates.

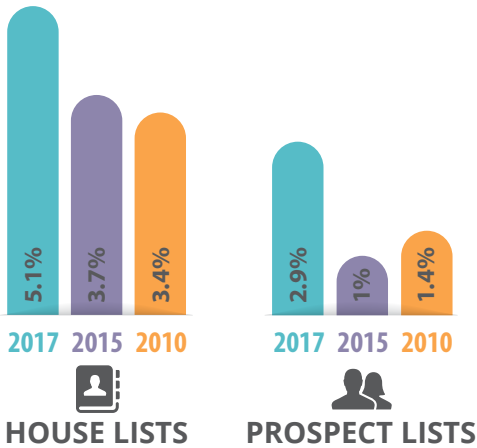
SEASON/EVENT	SUGGESTED MAIL DATES
Winter	November 2 – January 20
Super Football (February 7)	By January 15
Valentine’s Day (February 14)	By January 15
Presidents’ Day (February 15)	By January 15

READY TO GET STARTED?
Contact your Reynolds Document Consultant,
or email RDS@reyrey.com.

STATISTICS

2017 RESPONSE RATES

- 5.1% response rate to house lists (2015 response rate was 3.7%; 2010 was 3.4%)
- 2.9% response rate to prospect lists (2015 response rate was 1.0%; 2010 was 1.4%)

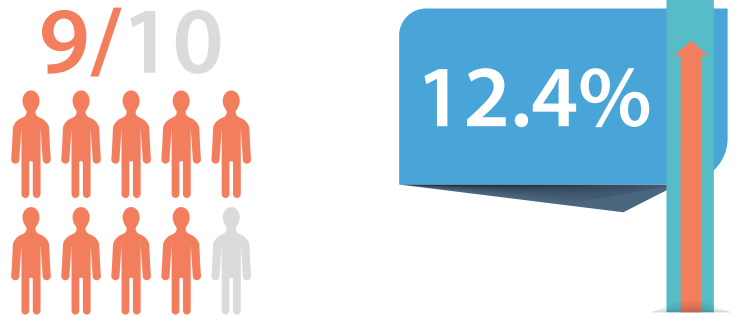


But what about all that online marketing? Direct mail response rates blow digital channels out of the water, with no other channel cracking 1% in 2017.



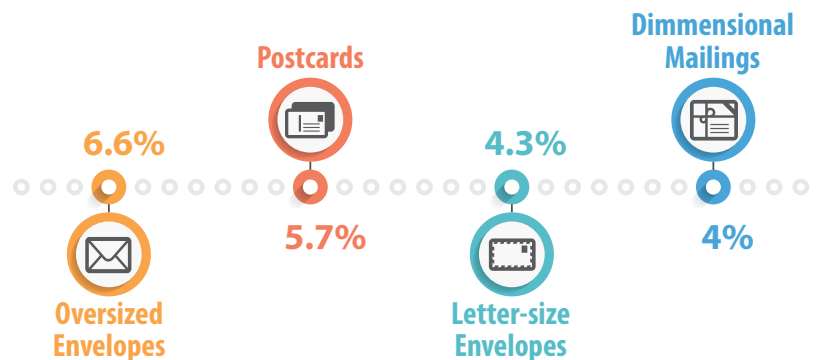
MILLENNIALS

But what about all those little whippersnappers who are always on their phones?



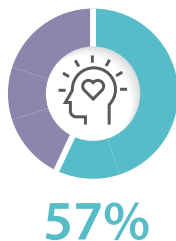
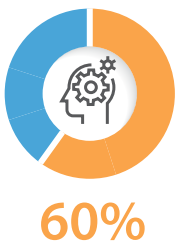
- Nearly 90% of all millennials use paper coupons they get in the mail.
- The response rate for direct mail among people aged 18-21 years old is 12.4%.

2017 RESPONSE RATES BY FORMAT



THE HUMAN CONNECTION

Our brains are wired for direct mail: It's no surprise then that a study conducted by the UK Royal Mail, *The Private Life of Mail*, concluded that the upswing in the use of direct mail and its enduring effectiveness is because, "Giving, receiving and handling tangible objects remain deep and intuitive parts of the human experience." This emotional effect is what's at the bottom of its effectiveness.



- 60% said this effect made a more lasting mental impression on them, making it easier to recall later on.
- 57% of respondents said that postcard marketing makes them feel more valued and creates a more authentic relationship.



- Get personal: Adding a person's name and full color in the direct mail can increase response by 135%.

IDEAS

WINTER

- Savings to Melt Away the Winter Cold
- Hello Winter
- Slide in for Savings
- Get Ready for Winter
- Welcome Winter
- Don't Get Stuck in the Cold
- Warm Up with These Deals
- Warm Winter Wishes
- Are You Ready for Winter?
- The Weather Might be Frightful, but Our Service is Delightful
- Be Ready for Whatever Winter Throws at You
- Don't Get Snowballed
- Winter's Gonna Hurt
- Is Your Vehicle Ready?

SUPER FOOTBALL

- 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

VALENTINE'S DAY

- Savings You'll Love
- Valentine's Day Treats
- Be Ours This Valentine's Day
- Sweet Savings
- Fall in Love with These Savings
- Cupid's Savings
- Love is in the Air
- XOXO
- From Our Heart to Yours
- Find a Gift That Fits
- RED Alert!
- Prices You'll Love

PRESIDENTS' DAY

- Washington's Special
- Lincoln's Special
- Roosevelt's Special
- Kennedy's Special
- Reagan's Special
- Presidential Savings
- Presidents names for dollars off (Washington = \$1, etc.)

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.

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!

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

6/30/17 2967
EXPIRATION DATE

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

Service Rewards RHG Auto Group

002230 7862103330 01482467

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

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

FREE
Car Wash
With Every Service

FREE
Certified
Multi-Point Inspection

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

Schedule Online At
www.RHGAuto.com

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

WINTER

TEMPLATES

THEMES

WINTER

SUPER
FOOTBALL

VALENTINE'S
DAY

PRESIDENTS'
DAY

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

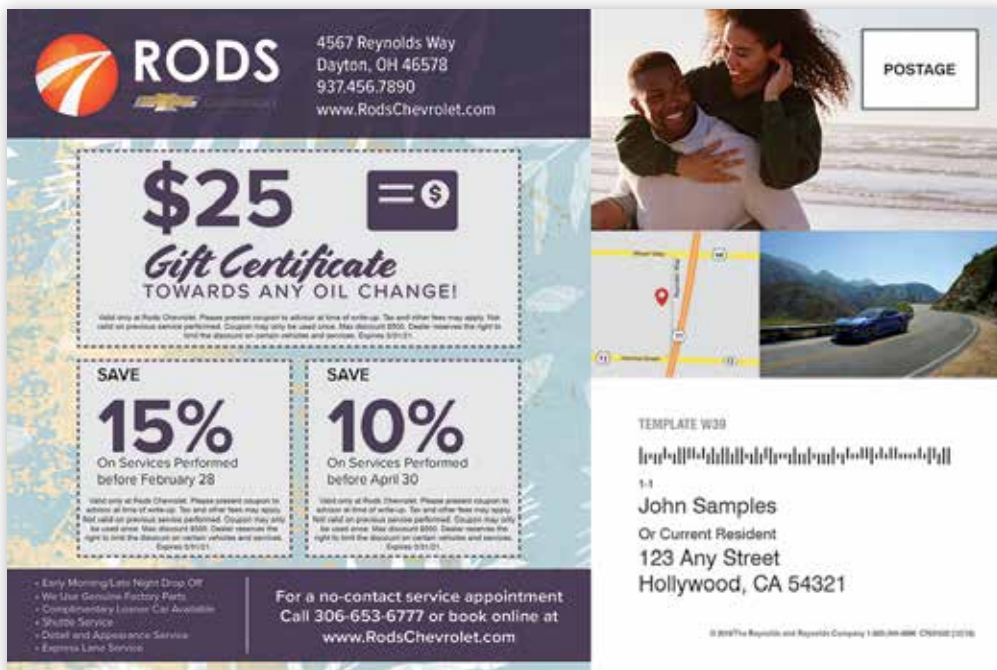
10 $\frac{1}{2}$ x 17" SELF-MAILER

REALRESULTS

Throughout this book, ROI results are shown for previous 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

WINTER

6 x 11" POSTCARD

NEW!



WINTER SAVINGS
AT
HAVERFIELD
Honda

JOHN,
BRING IN YOUR 2017 HONDA CIVIC FOR THESE WINTER SERVICE SAVINGS.

FULL SYNTHETIC OIL & FILTER CHANGE
\$10 OFF

4567 Reynolds Way
Dayton, OH 45678
937-456-7890
www.HaverfieldHonda.com

Front

4 WHEEL ALIGNMENT
\$79.99

FREE EXTERIOR CAR WASH WITH EVERY SERVICE

HAVERFIELD Honda

4567 Reynolds Way Dayton, OH 45678
937-456-7890 www.HaverfieldHonda.com

WE OFFER:

- > OEM Parts
- > Complimentary Snacks & Beverages
- > Comfortable Lounge
- > We Service All Makes & Models
- > Oiling Service Scheduling
- > Wi-Fi
- > Free Multi-point Inspection
- > Factory Trained Technicians

LET'S GET READY FOR WINTER

THE MORE YOU SPEND, THE MORE YOU SAVE

SPEND	SAVE
\$50 ⁰⁰ - \$100 ⁰⁰	\$10
\$101 ⁰⁰ - \$200 ⁰⁰	\$20
\$201 ⁰⁰ - \$300 ⁰⁰	\$30
\$301 ⁰⁰ - \$400 ⁰⁰	\$40
\$401 ⁰⁰ - \$500 ⁰⁰	\$50

POSTAGE

SERVICE HOURS: MON-FRI 7:30 AM-6 PM
OPEN SATURDAYS FOR YOUR CONVENIENCE
8:00 AM-4:00 PM

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.



You're Ready for Winter. Is Your Toyota?





WINTER
Service Savings

GAFFNEY
TOYOTA

937-456-7890

Valid only at Gaffney Toyota
BUY 4 TIRES AND ALIGNMENT
Now extended through February 29th, 2021.

FREE MOUNT AND BALANCE (\$100 value)

Also includes **FREE** lifetime rotations

*Valid only at Gaffney Toyota. Present coupon when order is written. One per customer. Not valid with any other coupons, advertised coupons, advertised specials, or prior purchases. Good on Toyota models only. Other restrictions apply. Offer expires 2/29/21.

Valid only at Gaffney Toyota
BUY ANY TRUESTART™ BATTERY OR BRAKES
Now extended through February 29th, 2021.

FREE FRONT WIPER BLADES (\$30 value)

*Valid only at Gaffney Toyota. Present coupon when order is written. One per customer. Not valid with any other coupons, advertised coupons, advertised specials, or prior purchases. Good on Toyota models only. Other restrictions apply. Offer expires 2/29/21.

Valid only at Gaffney Toyota
WINTER MAINTENANCE SPECIAL

\$59⁹⁵ \$74⁹⁵

CONVENTIONAL SYNTHETIC

- Change oil and filter (up to 5 quarts)
- Rotate tires
- Perform brake inspection

*Must present offer when service order is written. One offer per customer. May not be combined with any other offers. Not applicable to prior purchases. Not responsible for typographical or printing errors. Other restrictions may apply. Plus tax, shop supplies, hazardous waste fee if applicable. Some models may be higher. No-cash value. Toyota vehicles only. Expires 2/29/21.

Valid only at Gaffney Toyota
SIGHTLINE™ WINDSHIELD WIPER BLADES

\$29⁹⁵

plus tax - **Per Pair Installed**
Regularly - \$42.95

GET THE RIGHT BLADES FOR YOUR TOYOTA

*Valid only at Gaffney Toyota. Present coupon when order is written. Not valid with any other coupons, advertised coupons or advertised specials. Good on Toyota models only. Offer expires 2/29/21.

Front

GAFFNEY TOYOTA 4567 Reynolds Way | Dayton, OH 45678 | 937-456-7890
A **PENSKE** AUTOMOTIVE DEALERSHIP

POSTAGE

WINTER
Service Savings

Valid only at Gaffney Toyota
SPEND & SAVE DISCOUNT

IF YOUR BILL IS:	YOU SAVE:
\$200 TO \$299.99	\$12.00
\$300 TO \$399.99	\$18.00
\$400 TO \$499.99	\$24.00
\$500 OR MORE	\$30.00

Discount taken off of regular posted price. Repairs only. Plus tax and fee, if applicable. Must present coupon when order is written. Not valid with any other offer. Good on Toyota models only. Limit one per household. Expires 2/29/21.

SEE REVERSE SIDE FOR ADDITIONAL SAVINGS

GAFFNEY TOYOTA Complimentary services for EVERY service visit! Only at Gaffney Toyota!

- Alignment check
- Battery and system check
- Check and adjust tire pressures
- Electronic Toyota multi-point inspection, including a color print out of the vehicle condition
- State-of-the-art climate controlled service drive-in with Service Valet
- Express Toyota Maintenance Teams & Advisors
- Toyota Factory-trained Advisors and the most Toyota ASE Certified Dealer in the NY Region
- The most luxurious guest lounge with complimentary continental bar with healthy snacks
- Extended service hours and free shuttle service and Uber connection
- The most Toyota Awarded Dealer in the NY Region for a world class guest experience
- Guest Relations Manager and Service Concierge team to ensure your satisfaction every time
- Toyota Fleet Service experts including taxi/limo service and UBER/lyft/sharing

TEMPLATE W37



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

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Service Hours: Mon-Fri 7 AM to 7 PM | Sat 7 AM to 5 PM Visit us online at www.GaffneyToyota.com

Back

WINTER

6 x 11" POSTCARD

NEW!



Front



Back

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

READY FOR THE COLD?

Bundle UP SPECIALS

GET YOUR <MAKE> READY FOR WINTER!



OIL CHANGE • BRAKE, TIRE, & BATTERY CHECK • CAR WASH **\$59.95**

Valid only at Southside Mitsubishi. Please present coupon to advisor at time of write-up. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/20.

 4567 Reynolds Way • Dayton, OH 45678
937.456.7890
www.SouthsideMitsubishi.com

Front



BATTERY REPLACEMENT
Genuine Mitsubishi Battery

Includes 3 year warranty **\$70 off**

Valid only at Southside Mitsubishi. Please present coupon to advisor at time of write-up. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/20.

WINTER SPECIAL
Any Other Service

12% off

Valid only at Southside Mitsubishi. Please present coupon to advisor at time of write-up. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/20.

SCHEDULE ONLINE AT:
WWW.SOUTHSIDEMITSUBISHI.COM

 **POSTAGE**

4567 Reynolds Way • Dayton, OH 45678
937.456.7890
www.SouthsideMitsubishi.com

LESS THAN 1 MILE FROM DAYTON PARK! TAKE OUR FREE SHUTTLE!



TEMPLATE W34



3-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

© 2019 The Reynolds and Reynolds Company 1-800-244-0786 2F8818 221120

SERVICE HOURS: Monday–Friday 8:00 AM to 5:00 PM • Saturday 9:00 AM to 4:00 PM • Sunday 10:00 AM to 2:00 PM

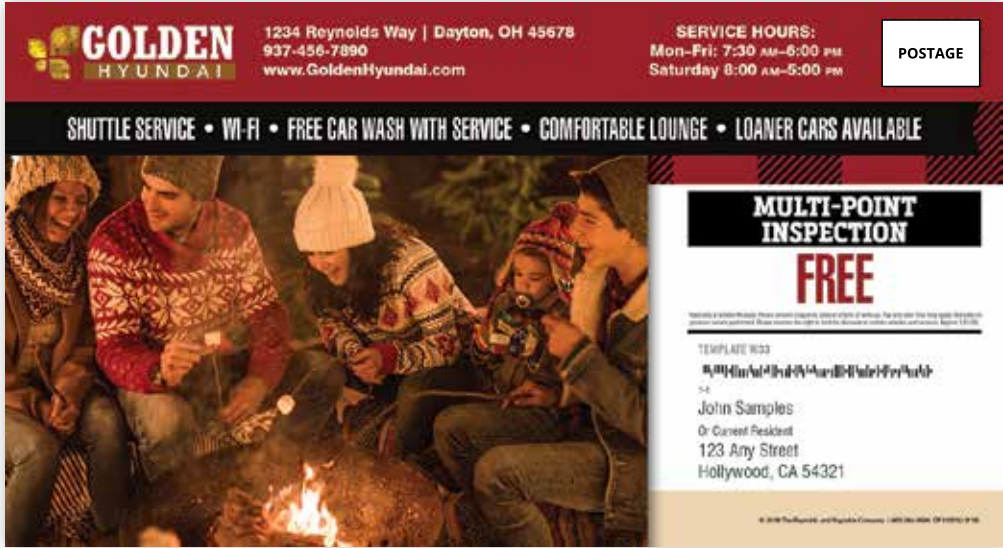
Back

WINTER

6 x 11" POSTCARD



Front



Back

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

HONDA | **HAVERFIELD**
Honda

1234 Baker St. - Vaughan, ON L4K 0A1
555-465-7890 • www.HaverfieldHonda.ca

**OIL CHANGE WITH
FREE WINTER SAFETY
INSPECTION**
\$29.99

- Replace Engine Oil (up to 5 qts)
- Check and Adjust Tire Pressure
- Replace Oil Filter
- Perform Multi-Point Inspection
- Check and Top Off Fluids
- Free Exterior Car Wash

**BE SAFE
THIS WINTER.**

Front

FREE
BATTERY TEST
with every service

HEADLIGHT RESTORATION
\$75.00

\$10 OFF
any service

POSTAGE

HAVERFIELD
Honda

1234 Baker St. - Vaughan, ON L4K 0A1
555-465-7890 • www.HaverfieldHonda.ca

Service Hours:
Monday-Friday 7am to 6pm
Saturday 8am to 4pm
Closed Sunday

- Factory Trained Technicians
- Online Service Scheduling
- Shuttle Service
- We Service All Makes & Models
- Comfortable Lounge
- Wi-Fi
- Complimentary Snacks/Beverages
- We Honor Competitor's Coupons

TEMPLATE W32

1-1
John Échantillons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

facebook twitter YouTube G+

Back

WINTER

6 x 9" POSTCARD

REALRESULTS

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

ROI: \$13:1

TARGET: INACTIVE (11-36 MONTHS SINCE LAST SERVICE)

HOOK: \$15 OFF OR 15% OFF ANY SERVICE



Front



Back

**JOHN,
SCRAPE THROUGH
THOSE WINTER BLUES!**

**SPECIAL OFFER
WINTER
SALE
UP TO \$20 OFF**

**Scratch 1 to reveal your winter savings.
IF MORE THAN ONE AREA IS SCRATCHED OFF, OFFER WILL BE VOIDED.**

**ADAMS
Ford**

COME IN TODAY TO EXPERIENCE THE ADAM'S FORD DIFFERENCE!
456 Reynolds Way | Dayton, OH 45678 | 937.456.7890 | www.AdamsFord.com

Front

**ADAMS
Ford** 456 Reynolds Way
Dayton, OH 45678
937.456.7890
www.AdamsFord.com

SERVICE HOURS:
Monday-Friday 7:00 AM - 7:30 PM
Saturday 7:00 AM - 6:00 PM

POSTAGE

FREE Multi-Point Inspection!
If You Need Work Done, You Get
12% OFF
Parts & Labor

Front Brake Pads
\$199.95
Regularly \$210
Includes Factory Pads &
Machining Of Rotors

**Coolant Service
Coupon**
\$20 OFF

Conventional Oil Change
\$5 OFF
Synthetic Oil Change
\$15 OFF

Comfortable lounge
Free Wi-Fi
Shuttle service

TEMPLATE W28
14
John Échantillons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

Back

WINTER

6 x 11" POSTCARD

RODS CHEVROLET'S

BIG WINTER SERVICE Sale

JOHN'S WINTER BONUS BUCKS						
Spend	\$0 - \$49	\$50 - \$99	\$100 - \$199	\$200 - \$299	\$300 - \$399	\$400 & over
Save	\$10	\$15	\$20	\$30	\$40	\$50

Valid only at Rods Chevrolet. Please present coupon to advisor at time of service. Tax and other fees may apply that will not generate toward performance. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 2/28/19.

Front

RODS
456 Reynolds Way
Dayton, OH 45478
937.465.7890
www.RodsChevrolet.com

CONVENIENT SERVICE HOURS:
Mon-Fri: 7:30 AM to 6:00 PM
Sat: 8:00 AM to 4:30 PM

POSTAGE

BATTERY
Genuine Chevrolet
Battery Replacement
Includes 3 Year Warranty
\$10 OFF

Valid only at Rods Chevrolet. Performance requires vehicle in good condition. Tax and other fees may apply. Not valid on certain services. Dealer reserves the right to limit the amount on certain vehicles and services. Expires 2/28/19.

TIRE SPECIAL
BUY 3 - GET 1 FREE
With Purchase of Alignment

Mounting & Balancing is An Additional Fee. Excludes Flat & Fee Fees. See your Service Advisor for details.

Valid only at Rods Chevrolet. Please present coupon at advisor at time of service. Tax and other fees may apply. Not valid on certain services. Dealer reserves the right to limit the amount on certain vehicles and services. Expires 2/28/19.

Comfortable lounge
Free Wi-Fi
Shuttle service

Online service scheduling at:
WWW.RODSCHEVROLET.COM

TEMPLATE W27

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

Back

REALRESULTS

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

ROI: \$11:1

TARGET: INACTIVE (10-30 MONTHS SINCE LAST SERVICE)

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



Front



Back

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

WINTER

6 x 11" POSTCARD

Front

Back

Jackson Dale
GMC
 456 Reynolds Way
 Dayton, OH 45678
 937-456-7890

Did You Know?

	Jackson Dale	Independent Repair Shops
Free Car Wash	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Original GM parts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Complimentary Wi-Fi	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Complimentary shuttle service	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GM-trained technicians	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GM-approved diagnostics equipment	<input checked="" type="checkbox"/>	<input type="checkbox"/>
State-of-the-art facility	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Beautiful waiting room	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Complimentary coffee & water	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Schedule Your Next Appointment Online:
www.JacksonDaleBGMC.com

Certified Service

John Samples,
DON'T LET A LITTLE WINTER SNOW SLIP UP YOUR PLANS TO COME SEE US
 BRING THESE COUPONS WITH YOU ON YOUR NEXT VISIT!

Front

Dexos1 Full Synthetic Oil Change

Starting At
\$41.95

Includes 5 quarts of oil & FREE multi-point inspection

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor 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. May not be combined with any other offer(s). Expires 3/31/18.

Make Your Own Discount!

For every \$100 you spend, we give you \$10 back!

Spend	SAVE	Spend	SAVE
\$100.00	\$10.00	\$600.00	\$60.00
\$200.00	\$20.00	\$700.00	\$70.00
\$300.00	\$30.00	\$800.00	\$80.00
\$400.00	\$40.00	\$900.00	\$90.00
\$500.00	\$50.00	\$1000.00	\$100.00

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor 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. May not be combined with any other offer(s). Expires 3/31/18.

Mount, Balance & Alignment Special

\$119.95

WITH PURCHASE OF 4 TIRES

PLUS RECEIVE A \$20 PREPAID GIFT CARD AND:

- Tire Price Match Guarantee within 30 days of purchase of printed quote
- Free Tire Rotations & Balances for Life of Tires
- Best Road Hazard Warranty In The Valley (See Questions Asked)

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor 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. May not be combined with any other offer(s). Expires 3/31/18.

4 Wheel Alignment

\$59.95

Valid only at Jackson Dale Buick GMC. Please present coupon to advisor 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. May not be combined with any other offer(s). Expires 3/31/18.

Jackson Dale
GMC

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

TEMPLATE W24

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

© 2018 The Reynolds and Reynolds Company 1-800-244-0000 ZP00071 001/18

Back

WINTER

6 x 9" POSTCARD

We Miss You!

Baker Volkswagen
 456 Reynolds Way
 Dayton, OH 45678
 937.456.7890
 www.BakerVolkswagen.com

**JOHN,
 WE OFFER YOU:**

- Factory Trained Technicians
- OEM Parts
- Satisfaction Guarantee
- No Appointment Needed
- Online Service Scheduling
- Shuttle Service
- We Service All Makes & Models
- Comfortable Lounge
- Wi-Fi
- Complimentary Snacks / Beverages
- Complimentary Multi-Point Inspection

HOURS: Monday-Friday 7:00 AM to 6:00 PM | Saturday 8:00 AM to 3:00 PM

Front

Winter Savings

Baker Volkswagen

456 Reynolds Way
 Dayton, OH 45678
 937.456.7890
 www.BakerVolkswagen.com

POSTAGE

SERVICE HOURS:
 Monday-Friday 7:00 AM to 6:00 PM
 Saturday 8:00 AM to 3:00 PM

TEMPLATE W23

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

© 2017 The Reynolds and Reynolds Company 1-800-884-6886 8P2017 (11/17)

SYNTHETIC OIL CHANGE
\$59.95
 *Toureg & V8's extra

TIRE SAVINGS
 Buy 3 Tires, Get the 4th Tire for Just **\$1**

TIRE ROTATION
\$12.95
 With Brake Check

VARIABLE SAVINGS
 SPEND MORE, SAVE MORE!

Service Value	SAVE
150 ⁰⁰ ** - 199 ⁹⁹ **	\$5
1100 ⁰⁰ ** - 1999 ⁹⁹ **	\$10
1200 ⁰⁰ ** - 1299 ⁹⁹ **	\$20
1300 ⁰⁰ ** - 1399 ⁹⁹ **	\$30
1400 ⁰⁰ ** - 1499 ⁹⁹ **	\$40

Back

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

WINTER SAVINGS

Save 15% off any repair, up to \$100 off!

SPEND	SAVE
\$24.99-\$50.00	up to \$3.75
\$51.00-\$100.00	up to \$7.50
\$101.00-\$200.00	up to \$15.00
\$201.00-\$300.00	up to \$22.50
\$301.00-\$400.00	up to \$30.00
\$401.00-\$500.00	up to \$37.50
\$501.00-\$600.00	up to \$45.00
\$601.00-\$1,000.00	up to \$75.00

Maximum savings of \$100. Tax extra. Please present coupon to advisor at time of work-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/19. SP-2301-12/18. ©P 1802-13/19

NISSAN BATTERY REPLACEMENT

\$129.95

installed – most vehicles



Tax extra. Please present coupon to advisor at time of work-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/19. SP-2301-12/18

JOHN, WINTERIZE YOUR VEHICLE WITH CLOVERDALE NISSAN TODAY!






Cloverdale
NISSAN

ENGINE LIGHT ON? CODE CHECK INSPECTION

COMPLIMENTARY

code read and code description

\$79.95

for first hour of diagnosis plus additional time for repair if needed



Tax extra. Please present coupon to advisor at time of work-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/19. SP-2301-12/18

Service Hours: Monday-Friday 7:00 AM to 6:00 PM • Saturday 7:00 AM to 5:00 PM

Front

BRAKE SPECIAL

front or rear axle

\$229.95

Includes machining of rotors and new Value Advantage brake pads



Tax extra. Please present coupon to advisor at time of work-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/19. SP-2301-12/18

WIPER BLADES REPLACEMENTS

Maintenance Advantage Wiper Blades

\$12.95

each – installed



Tax extra. Please present coupon to advisor at time of work-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/19. SP-2301-12/18



POSTAGE



OIL CHANGE SPECIAL



\$33.95

Includes

- 5 quarts regular oil & filter
- multi-point inspection.

OR

\$62.95

Oil Change Plus Includes:

- 5 quarts regular oil & filter
- tire rotation
- air filter replacement
- multi-point inspection.

Includes oil and some vehicles require. Tax extra. Please present coupon to advisor at time of work-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/19. SP-2301-12/18

Cloverdale
NISSAN

750 Reynolds Way
Dayton, OH 45430
(937) 456-7890

TEMPLATE W17



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

© 2019 The Reynolds and Reynolds Company. All rights reserved. SP-2301-12/18

We Service All Makes & Models • Shuttle Service Available • Schedule Service Online at www.CloverdaleNissan.com

Back

WINTER

6 x 9" POSTCARD



Front



Back

REALRESULTS

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

ROI: \$19:1

TARGET: INACTIVE CUSTOMERS

HOOK: \$9 OFF ANY OIL CHANGE



Front



Back

WINTER

6 x 11" POSTCARD

REALRESULTS

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

ROI: \$10:1

TARGET: CONQUEST & INACTIVE (7-48 MONTHS SINCE LAST SERVICE)

HOOK: \$39.95 SYNTHETIC OIL CHANGE & TIRE ROTATION

Front

You Spend This	You Save This
\$0.00-\$49.00	SAVE \$5.00
\$50.00-\$99.00	SAVE \$10.00
\$100.00-\$149.00	SAVE \$20.00
\$150.00-\$199.00	SAVE \$30.00
\$200.00-\$249.00	SAVE \$40.00
\$250.00 or more	SAVE \$50.00

Back



Front



Back

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

WINTER

6 x 9" POSTCARD

Front

Back

REALRESULTS

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

ROI: \$20:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$27.95 SYNTHETIC OIL CHANGE



Front



Back

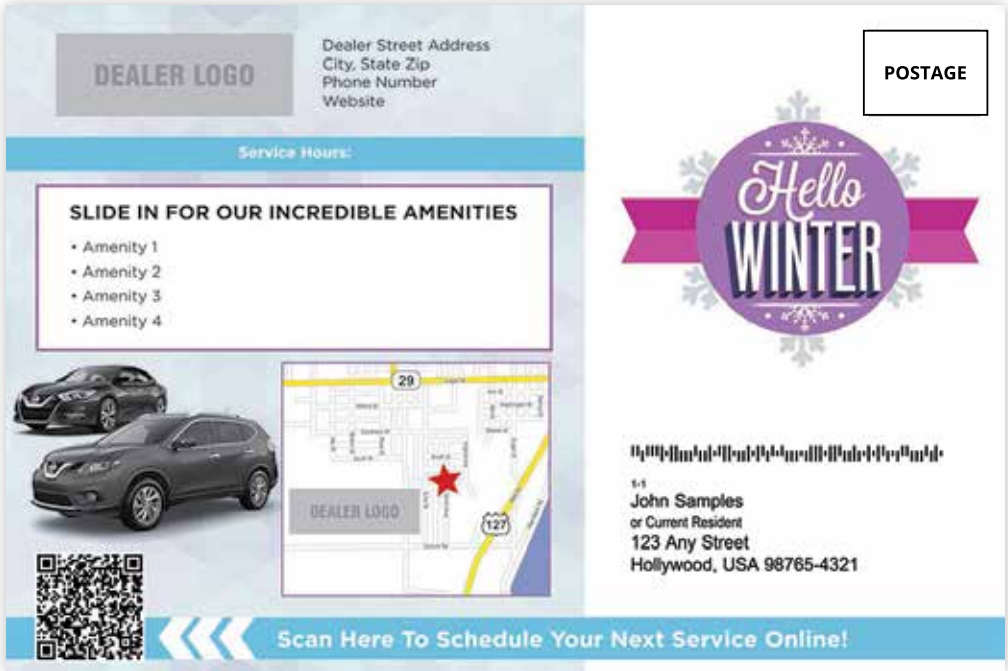
WANT TO SEE A SAMPLE?
 Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

WINTER

6 x 9" POSTCARD



Front



Back



OUR GIFT FOR JOHN

\$25 Gift Certificate
TOWARDS ANY OIL CHANGE!

GAFFNEY KIA 1234 Baker St.
Vaughan, ON L4K 0A1
555.456.7890
www.GaffneyKia.ca

POSTAGE

GAFFNEY KIA

1234 Baker St.
Vaughan, ON L4K 0A1
555.456.7890
www.GaffneyKia.ca

JOHN,
Welcome winter
without a worry.
Service your Kia
today!

**THE WEATHER OUTSIDE
IS FRIGHTFUL,**

But our deals are delightful.

Trust the Gaffney Kia team to get your Kia ready.
Because you never know when Winter weather will go sideways.

Outside

**ARE YOU PREPARED FOR WHATEVER
OLD MAN WINTER
DISHES OUT?**

SPIN

GAFFNEY KIA

Get ready with these special winter savings!

BATTERY INSTALLATION
FREE
with the purchase of
a battery

POT HOLE SPECIAL
\$89⁹⁵
Includes: balance tires,
rotate, and alignment

WRITE YOUR OWN CHECK! **GAFFNEY KIA**

Pay to the order of *John Samples*

Spend	'0-\$49	'50-\$99	'100-\$199	'200-\$299	'300-\$399	'400 & Over!
SAVE	'10	'15	'20	'30	'40	'50

You have a 100% chance of savings with our Winter specials!

GAFFNEY KIA 1234 Baker St.
Vaughan, ON L4K 0A1
555.456.7890
www.KiaAnyTime.ca

Tire & Service Center Hours
Monday-Saturday:
6:30 AM to 6:30 PM

We service all makes & models!

- Factory Direct Subscriptions
- Family Plan Drive AHEAD
- New Year Service Factory Direct
- Complimentary Loaner Car Available
- 24/7 Roadside Assistance
- 24/7 Accident Repair Major Claims
- Carfax
- Vehicle Service
- Customized Repairs and Service
- Express Lane Service

Appointments suggested but not required.

Inside

FOLDED

**THE WEATHER OUTSIDE
IS FRIGHTFUL,**

But our deals are delightful.

Trust the Gaffney Kia team to get your Kia ready.
Because you never know when Winter weather will go sideways.

Front

GAFFNEY KIA 1234 Baker St.
Vaughan, ON L4K 0A1
555.456.7890
www.GaffneyKia.ca

POSTAGE

GAFFNEY KIA

1234 Baker St.
Vaughan, ON L4K 0A1
555.456.7890
www.GaffneyKia.ca

JOHN,
Welcome winter
without a worry.
Service your Kia
today!

Back

WINTER

6 1/8 x 12 1/8" SELF-MAILER



Outside



Inside

FOLDED



Front



Back



Outside

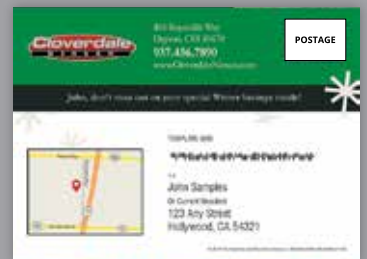


Inside

FOLDED



Front



Back

WINTER

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



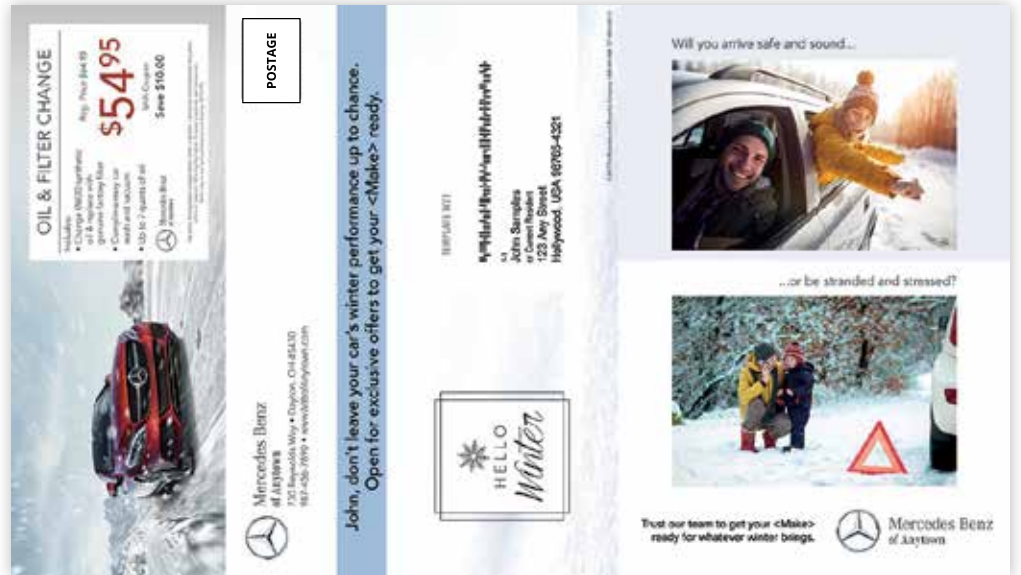
Front



Back

WINTER

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

10½ x 17" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

WINTER

8½ x 14" SELF-MAILER

Pot Hole Special
\$89.95*
with coupon
Includes: balance tires, rotate, & alignment

FREE
MOUNT & BALANCE
with the purchase of a set of 4 tires

Any Fluid Service
\$20.00*
OFF
with coupon

ARDUNE MOTORS
750 Reynolds Way • Dublin, OH 43021
610-458-7800 • www.ardunemotors.com

Join, as a preferred customer of Ardune Motors, we would like to invite you to take advantage of our winter service offers!

WINTER SALE

All offers expire March 31, 2018.

John Samples
322 Ave Street
Hollywood, USA 08763-4321

POSTAGE

OPEN FOR MORE OFFERS!

4 OIL CHANGES FOR

REGULAR	SYNTHETIC
\$39.95*	\$154.95*
with coupon	with coupon

Outside

FOLDED

OPEN FOR MORE OFFERS!

4 OIL CHANGES FOR

REGULAR	SYNTHETIC
\$39.95*	\$154.95*
with coupon	with coupon

Front

ARDUNE MOTORS
750 Reynolds Way • Dublin, OH 43021
610-458-7800 • www.ardunemotors.com

Join, as a preferred customer of Ardune Motors, we would like to invite you to take advantage of our winter service offers!

WINTER SALE

All offers expire March 31, 2018.

John Samples
322 Ave Street
Hollywood, USA 08763-4321

POSTAGE

Back

WINTER SALE

Front or Rear Brake Special
\$169.95*
with coupon

MOPAR ACCESSORY PURCHASE
10% OFF
with coupon

Loyalty Coupon
15% OFF
repairs
with coupon

4x4 Powertrain Special
\$389.95*
with coupon

FREE BATTERY INSTALLATION
with the purchase of a Mopar battery
with coupon

FREE Multi-Point Inspection With Any Service

ARDUNE MOTORS
750 Reynolds Way
Dublin, OH 43021
637-458-7800
www.ArduneMotors.com

Tire & Service Center Hours
Monday-Saturday:
6:30 AM to 6:30 PM

We service all makes & models!

- Factory Trained Technicians
- Early Morning/Late Night Drop Off
- Six-Point Service Factory Parts
- Low Cost Rental Car Available
- Family & Courteous Staff
- We Accept Most Major Credit Cards
- Shuttle Service
- Credit and Appearance Service
- Express Lane Service

Appointments suggested but not required.

Inside

John, save over \$100 with the Winter savings inside.

John Samples
123 Any Street
Hollywood, USA 98765-4321

MAXIMIZE YOUR DRIVING EXPERIENCE WITH LEXUS APPROVED TIRES.

Maximize your vehicle's original performance by replacing worn tires with factory-approved tires.

• The best of original equipment tires for your Lexus.

• Competitively priced to ensure you know the value.

PRICE MATCH GUARANTEE

Get the best price for the tire of your choice with the purchase of a new tire.

750 Reynolds Way
Dublin, OH 43000
(937) 456-7890
www.lexusofanytown.com

LEXUS OF ANYTOWN

750 Reynolds Way
Dublin, OH 43000
(937) 456-7890
www.lexusofanytown.com

Postage: 7.00 (with \$100.00)
Business Reply Card: 5.00

Outside

(937) 456-7890

IS YOUR VEHICLE READY FOR THE COLDER WEATHER?

<p style="text-align: center;">OIL & FILTER CHANGE</p> <p>Includes: • Change OVI20 synthetic oil & replace with genuine factory filter • Complimentary car wash and vacuum • Up to 7 quarts of oil</p> <p style="text-align: center;">\$54⁹⁵</p> <p style="text-align: center;">With Cooper Save \$10.00</p>	<p style="text-align: center;">BATTERY INSPECTION & REPLACEMENT SPECIAL</p> <p>Complete free-of-charge battery inspection and acid test. Recharge, clean or replace as needed. Loss of 25% capacity or less. Recharge. Replacement battery*.</p> <p style="text-align: center;">NOW \$20⁰⁰ OFF</p>																
<p style="text-align: center;">BRAKE SPECIAL</p> <p>Includes: • Front and rear brake pads with Ceramic Iron Parts • Inspect brake rotors, calipers & check brake fluid • Wheel flush & tire valve service</p> <p style="text-align: center;">\$159⁹⁵</p> <p style="text-align: center;">With Cooper</p>	<p style="text-align: center;">ALIGNMENT SPECIAL</p> <p>• Balance Tires • Rotate Tires • 4 Wheel Alignment</p> <p style="text-align: center;">\$70⁰⁰ OFF</p>																
<p style="text-align: center;">GENUINE LEXUS ALL-WEATHER MATS</p> <p>Reg. Price \$279.95</p> <p style="text-align: center;">\$99⁹⁵</p> <p style="text-align: center;">With Cooper</p>	<p style="text-align: center;">SPECIAL SAVINGS</p> <p>Save Up To \$150</p> <table style="width: 100%; font-size: small;"> <tr> <td>Special \$100-\$149</td> <td>SAVE \$10</td> <td>Special \$100-\$149</td> <td>SAVE \$10</td> </tr> <tr> <td>Special \$150-\$199</td> <td>SAVE \$20</td> <td>Special \$150-\$199</td> <td>SAVE \$20</td> </tr> <tr> <td>Special \$200-\$299</td> <td>SAVE \$30</td> <td>Special \$200-\$299</td> <td>SAVE \$30</td> </tr> <tr> <td>Special \$300-\$399</td> <td>SAVE \$40</td> <td>Special \$300-\$399</td> <td>SAVE \$40</td> </tr> </table>	Special \$100-\$149	SAVE \$10	Special \$100-\$149	SAVE \$10	Special \$150-\$199	SAVE \$20	Special \$150-\$199	SAVE \$20	Special \$200-\$299	SAVE \$30	Special \$200-\$299	SAVE \$30	Special \$300-\$399	SAVE \$40	Special \$300-\$399	SAVE \$40
Special \$100-\$149	SAVE \$10	Special \$100-\$149	SAVE \$10														
Special \$150-\$199	SAVE \$20	Special \$150-\$199	SAVE \$20														
Special \$200-\$299	SAVE \$30	Special \$200-\$299	SAVE \$30														
Special \$300-\$399	SAVE \$40	Special \$300-\$399	SAVE \$40														

Customer Care

- Complimentary wash & vacuum with any service
- Complimentary treat, steam & blow-dry
- Complimentary work station with WiFi
- Large screen TV with satellite stations

Convenience

- Early bird/late night drop off available
- Close to stores & restaurants
- Complimentary Lexus loaner vehicles*
- By appointment, with any service over 2 hours

Quality

- Genuine Lexus Parts with 12-month unlimited mileage nationwide warranty
- Lexus-certified master technicians
- 50 year's total Lexus experience

Inside

FOLDED



Front



Back

WINTER

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

If I had a Remote Start System installed at Calvin's Kia, my Soranto would be warmed up when I got there, instead of ice cold.
--Frozen Guy

\$50 Off Any Remote Start System, installed

WARM UP WITH JOHN...
WINTER SERVICE SPECIALS & SAVE UP TO \$300 WITH THE OFFERS INSIDE

John Samples
John's Kia
123 Any Street
123 Any Street
Hollywood, USA 90765-4321

www.johnskia.com
888-838-8EAR
123 Any Street
123 Any Street

DEALER LOGO

POSTAGE

Outside

Warm up with *Great Deals* on Great Service!

<p>LUBE, OIL & FILTER any make & model only \$24⁹⁵ Tops 40 & 60 quarts of conventional oil</p>	<p>KEVIN'S KIA'S WINTER PACKAGE Remote Starter & All Weather Floor Mats \$474⁹⁹ Kia Only</p>	<p>MULTI-POINT INSPECTION any make & model Complimentary! Includes: • Comprehensive Vehicle Inspection • Classified Wash Service Address • Detailed Engine Oil Pan</p>	<p>CERTIFIED COLLISION & COSMETIC CENTER any make & model Free ESTIMATES</p>												
<p>TIRES any make & model Buy 3 Tires & Get The 4th For \$1</p>	<p>ALL FACTORY ACCESSORIES Kia only 15% Off</p>	<p>DO IT YOURSELF SPECIAL Kia only Over The Counter Kia Parts 10% Off</p>	<p>VARIABLE DISCOUNT COUPON any make & model Requires a discount on service or parts depending on the dollar value of the purchase!</p> <table border="1"> <tr> <td>Save</td> <td>Special</td> </tr> <tr> <td>\$10 OFF</td> <td>\$100 to \$250.00</td> </tr> <tr> <td>\$20 OFF</td> <td>\$250 to \$500.00</td> </tr> <tr> <td>\$30 OFF</td> <td>\$500 to \$750.00</td> </tr> <tr> <td>\$40 OFF</td> <td>\$750 to \$1,000.00</td> </tr> <tr> <td>\$50 OFF</td> <td>\$1,000 or more</td> </tr> </table>	Save	Special	\$10 OFF	\$100 to \$250.00	\$20 OFF	\$250 to \$500.00	\$30 OFF	\$500 to \$750.00	\$40 OFF	\$750 to \$1,000.00	\$50 OFF	\$1,000 or more
Save	Special														
\$10 OFF	\$100 to \$250.00														
\$20 OFF	\$250 to \$500.00														
\$30 OFF	\$500 to \$750.00														
\$40 OFF	\$750 to \$1,000.00														
\$50 OFF	\$1,000 or more														

Amenities:
• Amenity 1 • Amenity 3
• Amenity 2 • Amenity 4

Schedule Service Online at www.KiaInUSA.com
Service Hours: Mon-Fri 9am to 5pm | Sat 9am to 5pm

DEALER LOGO
123 Any Street
123 Any Street
888-838-8EAR

MAP OR OTHER GRAPHIC

Inside

FOLDED

If I had a Remote Start System installed at Calvin's Kia, my Soranto would be warmed up when I got there, instead of ice cold.
--Frozen Guy

\$50 Off Any Remote Start System, installed

DEALER LOGO

POSTAGE

Front

The weather might be FRIGHTFUL, but our service is always *Delightful!*

John...
WARM UP WITH JOHN...
WINTER SERVICE SPECIALS & SAVE UP TO \$300 WITH THE OFFERS INSIDE

John Samples
John's Kia
123 Any Street
Hollywood, USA 90765-4321

DEALER LOGO

POSTAGE

Back

WINTER

6 1/8 x 12 1/8" SELF-MAILER



DEALER LOGO

Address, City Zip
Phone
Website

POSTAGE



Template W7


 John Samples
 or Contact Person
 123 Any Street
 Hollywood, USA 98765-4321



Dear John,

Is your vehicle ready for cold temperatures? Our expert technicians will help get it ready with a complimentary winter inspection. Plus, save on service with the special offer below. Call for an appointment today.

We wish you all the best this Winter!

Sincerely,

Dealership Signature

Title
 Dealership Name
 Phone
 Website
 Hours



FOLDED



Front



Outside



Inside



Back



Front



Back

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

SUPER FOOTBALL

6 x 11" POSTCARD



Front



Back

Score BIG Saving!

DEALER LOGO

Buick GMC of Tackleburg
11223 Green Dr • Tackleburg, NC 44556
www.buickgmcTackleburg.com • 866.555.5558

EXTRA POINT SPECIAL
Oil Change & Filter
Includes:
• 5 quarts regular oil & filter
• FREE brake pad inspection
• FREE multi-point inspection
\$29⁹⁵

QUARTERBACK SNEAK SPECIAL
TIRES, MEET OR BEAT ANY PRICING
We have your tires, buy any 4 tires and sneak in an alignment for
\$29⁹⁵
and brake inspection. Call for your specific vehicle for sizes.

FREE Car Wash
With Any Service

Sales Hours: Mon-Sat 9:00am to 7:00pm • Sunday 10:00am to 6:00pm
Service Hours: Mon-Fri 7:00am to 6:00pm • Saturday 8:00am to 5:00pm
Parts Hours: Mon-Fri 7:00am to 6:00pm • Saturday 8:00am to 5:00pm

Visit Us Online

Front

Are You Ready For Some Football Specials?

DEALER LOGO

POSTAGE

Buick GMC of Tackleburg
11223 Green Dr • Tackleburg, NC 44556
www.buickgmcTackleburg.com • 866.555.5558

FLEA FLICKER SPECIAL
You choose. The more you spend, the more you save!

SPEND	SAVE	SPEND	SAVE
\$50 ⁰⁰ - \$100 ⁰⁰	\$10 ⁰⁰	\$501 ⁰⁰ - \$600 ⁰⁰	\$60 ⁰⁰
\$101 ⁰⁰ - \$200 ⁰⁰	\$20 ⁰⁰	\$601 ⁰⁰ - \$700 ⁰⁰	\$70 ⁰⁰
\$201 ⁰⁰ - \$300 ⁰⁰	\$30 ⁰⁰	\$701 ⁰⁰ - \$800 ⁰⁰	\$80 ⁰⁰
\$301 ⁰⁰ - \$400 ⁰⁰	\$40 ⁰⁰	\$801 ⁰⁰ - \$900 ⁰⁰	\$90 ⁰⁰
\$401 ⁰⁰ - \$500 ⁰⁰	\$50 ⁰⁰	\$901 ⁰⁰ - OR MORE	\$100 ⁰⁰

2 POINT CONVERSION SPECIAL
Front Or Rear Brake Replacement
And Rotors Turned
Starting At **\$199⁹⁵**

WIPER BLADE REPLACEMENT INSERTS
\$12⁹⁵ Each Installed

Use your smartphone to schedule your next service appointment online

WE SERVICE ALL MAKES & MODELS

TEMPLATE FB3
John Échantillons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

Back

VALENTINE'S DAY

6 x 11" POSTCARD

NEW!

NEW!

John Samples, Bring in Your 2017 Honda Civic for Heart Melting Service Savings.

I'm yours NO REFUND

Service hours: Mon-Fri 7:30 AM-6 PM
OPEN SATURDAYS FOR YOUR CONVENIENCE 8:00 AM-4:00 PM

FREE	COFFEE & SNACKS <small>NO PURCHASE NECESSARY</small>	FREE	MULTI-POINT INSPECTION & BATTERY CHECK <small>NO PURCHASE NECESSARY</small>	FREE	EXTERIOR CAR WASH <small>NO PURCHASE NECESSARY</small>
FULL SYNTHETIC OIL & FILTER CHANGE \$10 off		MOUNT & BALANCE FREE WHEN YOU BUY 4 TIRES		FRONT WIPER BLADES \$28.00 <small>ORIGINALLY \$49.95</small> INCLUDES INSTALLATION	
CABIN OR ENGINE AIR FILTER \$34.95 INSTALLED		FRONT BRAKES \$135.00 <small>ORIGINALLY \$169.00</small>		A/C SERVICE \$89.95	

Front

HAVERFIELD Honda

4567 Reynolds Way
Dayton, OH 45478
937-456-7890
www.HaverfieldHonda.com

Service hours: Mon-Fri 7:30 AM-6 PM
OPEN SATURDAYS FOR YOUR CONVENIENCE 8:00 AM-4:00 PM

WE OFFER:

- OEM Parts
- Complimentary Snacks & Beverages
- Comfortable Lounge
- We Service All Makes & Models
- Online Service Scheduling
- Wash
- Free Exterior Car Wash & Multi-Point Inspection
- Factory Trained Technicians

4 WHEEL ALIGNMENT **\$79.99**

Be mine Valentine!

SPEND	SAVE
\$50 ⁰⁰ - \$100 ⁰⁰	\$10
\$101 ⁰⁰ - \$200 ⁰⁰	\$20
\$201 ⁰⁰ - \$300 ⁰⁰	\$30
\$301 ⁰⁰ - \$400 ⁰⁰	\$40
\$401 ⁰⁰ - \$500 ⁰⁰	\$50

THE MORE YOU SPEND, THE MORE YOU SAVE

POSTAGE

TEMPLATE YES

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

Back



Front



Back

VALENTINE'S DAY

6 x 9" POSTCARD

Front

Back



Front



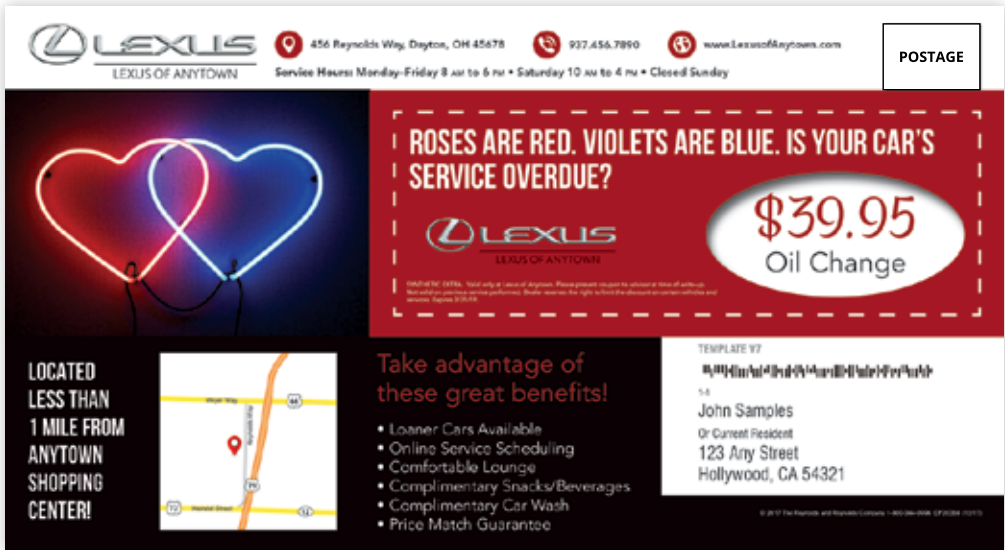
Back

VALENTINE'S DAY

6 x 11" POSTCARD



Front



Back

REALRESULTS

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

ROI: \$26:1

TARGET: INACTIVE (12-24 MONTHS SINCE LAST SERVICE)

HOOK: \$39.95 OIL CHANGE; BONUS BUCKS (\$5-\$30 OFF ANY SERVICE)

Roses are red,
violets are blue,
is your car's
service
overdue?

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

Sweetheart Deal
\$24.95
Oil Change
*Synthetic extra

Valid only at Roseman Mazda. Please present coupon to advisor at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. May not be combined with any other offers. Expires 6/30/19.

Front

ROSERMAN 456 Reynolds Way
Dayton, OH 45478
937.456.7890
www.RosemanMazda.com

SERVICE HOURS:
Monday-Friday 7:00 AM to 6:00 PM
Saturday 8:00 AM to 3:00 PM

POSTAGE

Sweet Savings for John!

TIRE SAVINGS
Buy 3 tires, get the 4th for just
\$1

Valid only at Roseman Mazda. Please present coupon to advisor at time of purchase. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. May not be combined with any other offers. Expires 6/30/19.

MY HEART RACES FOR YOU!

TO: FROM:

WRITE YOUR OWN CHECK!

Pay to the order of John Samples **ROSERMAN**

Spend	\$0 - \$49	\$50 - \$99	\$100 - \$199	\$200 - \$299	\$300 - \$399	\$400 & over
Save	\$10	\$15	\$20	\$30	\$40	\$50

Please to Service Advisor at time of purchase. Coupon may not be combined with other offers. May not be redeemed for cash. Valid at Roseman Mazda only. Expires 1/31/19.

TEMPLATE V6
5-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

COMFORTABLE LOUNGE • FREE REFRESHMENTS • WIFI • SHUTTLE SERVICE • LOANER CAR

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Back

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

VALENTINE'S DAY

6 x 11" POSTCARD

REALRESULTS

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

ROI: \$23:1

TARGET: SERVICE DUE & INACTIVE CUSTOMERS

HOOK: \$10 OFF ANY SERVICE



Front



Back



Outside



Inside

FOLDED



Front



Back

VALENTINE'S DAY

6 1/8 x 12 1/8" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside

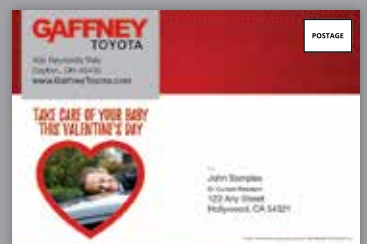


Inside

FOLDED



Front



Back

VALENTINE'S DAY

6 1/8 x 12 1/8" SELF-MAILER

REALRESULTS

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

ROI: \$52:1

TARGET: SERVICE DUE & INACTIVE CUSTOMERS

HOOK: \$25 OFF ANY SERVICE

FOLDED



Front



Outside



Inside



Back



Front



Back

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

PRESIDENTS' DAY

6 x 11" POSTCARD

RHG AUTO GROUP
123 Any Avenue • Opportunity, OH 98765
963-852-7410
www.RHGAutoGroup.com

PRESIDENTIAL SAVINGS

WASHINGTON'S SPECIAL
Oil & Filter Change Service
SAVE \$10.00! **\$29⁹⁹** Reg. \$39.99
Includes:
• Up to 5 Quarts Regular Mobil Oil & Filter
• Free Multi-point Inspection
Gas, non-combustible oil products only. Tax extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at RHG Auto Group. Expires 2/15/12.

LINCOLN'S SPECIAL
Purchase a New Battery & have it installed for a **Penny!**
The extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at RHG Auto Group. Expires 2/15/12.

Service Hours: Monday-Friday 6:30am to 5:00pm
Saturday Hours Starting April 2nd • Closed Sunday

Visit Us Online

Front

Presidents' Day Savings!

RHG AUTO GROUP
123 Any Avenue • Opportunity, OH 98765
963-852-7410
www.RHGAutoGroup.com

ROOSEVELT'S SPECIAL
The More You Spend - The More You Save!

SPEND	Save
\$25 - \$100	\$10
\$101 - \$200	\$20
\$201 - \$300	\$30
\$301 - \$400	\$40
\$401 - \$500	\$50
\$501 - \$600	\$60
\$601 - \$700	\$70
\$701 - \$800	\$80
\$801 - \$900	\$90
\$901 or More	\$100

The extra. Spend amount changes based on amount of service. Offer not to be combined with any other offers. Only valid at RHG Auto Group. Expires 2/15/12.

KENNEDY'S SPECIAL
2 FREE Oil Changes
with the purchase of 4 tires
Plus, bring in a lower advertised price and we'll beat it by **10%**!

The extra. Must present coupon to advisor at time of purchase. Offer not to be combined with any other offers. Only valid at RHG Auto Group. Expires 2/15/12.

REAGAN'S WIPER BLADE REPLACEMENT INSERTS
\$12⁹⁵ Each
Must include. Call for details and save the most money. Tax extra. *Must present coupon to advisor at time of service. May be combined with any other offers. Only valid at RHG Auto Group. Expires 2/15/12.

Complimentary Car Wash With ANY Service

SHUTTLE SERVICE

14
John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

Schedule Your Next Appointment Online At www.RHGAutoGroup.com

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Front



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Document Services