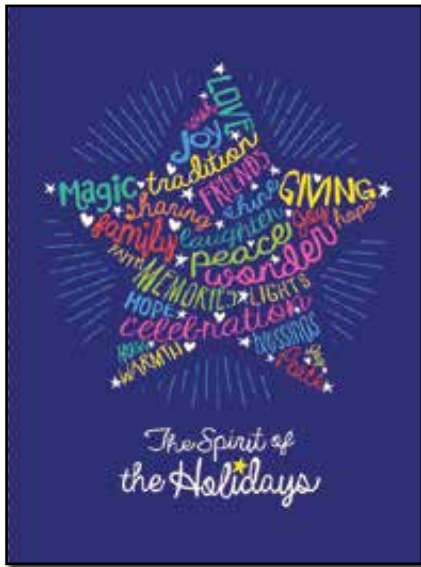


Document Services

Easy. Engaging.
Effective.



10 NEW HOLIDAY DESIGNS INSIDE!

2020 HOLIDAY MAILER TEMPLATES

October, November, December

Halloween, Thanksgiving, Black Friday, Holiday/Christmas, New Years

CONTENTS

OUR RESULTS AND WHAT'S NEW	2
POSTCARDS WITH MAGNETS	3
WHY REYNOLDS AND REYNOLDS FOR YOUR HOLIDAY GREETINGS	4
MAILER SIZES	5
WALLET CARD OPTION	6
CUSTOMIZE YOUR TEMPLATE	7
VARIABLE OFFERS	8
2020 SCHEDULING SUGGESTIONS	9
INSIDE TEXT IDEAS	10
HOLIDAY TEMPLATES—INTRODUCTION	11
HALLOWEEN TEMPLATES	12-15
THANKSGIVING TEMPLATES	16-21
BLACK FRIDAY TEMPLATES	22-24
HOLIDAY/CHRISTMAS TEMPLATES	25-50
NEW YEARS	51-57
POSTCARDS WITH POP-OUT WALLET CARDS	58

OUR

RESULTS

AND WHAT'S NEW!

Average Holiday Campaign Results*

22%

RESPONSE RATE

703

SERVICE VISITS

\$67:1

ROI

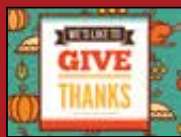
NEW!

Holiday greetings from your Reynolds Document Services team!! In addition to 10 BRAND NEW templates, we also freshened up some holiday favorites. Check out these pages to see new designs and fresh updates.

Please note, requests for templates that have been updated will result in use of the new art. If you need the old artwork used, please make sure to note that.



HW9 • p 14



TG15 • p 16



TG16 • p 20



67 • p 25



66 • p 25



65 • p 26



64 • p 26



63 • p 27



NY15 • p 51



NY7 • p 52



NY6 • p 52



NY4 • p 53



NY8 • p 55



NY14 • p 56

Email rds@reyrey.com for complimentary samples

*Results based on sample of 50 campaigns from prior years that targeted primarily active and inactive customers. Results vary based on offers, radius and individual market factors.

© 2020 The Reynolds and Reynolds Company. All rights reserved. Confidential and Proprietary Information.

POSTCARDS

WITH MAGNETS!

BETTER BRANDING. LONGER LASTING IMPACT.

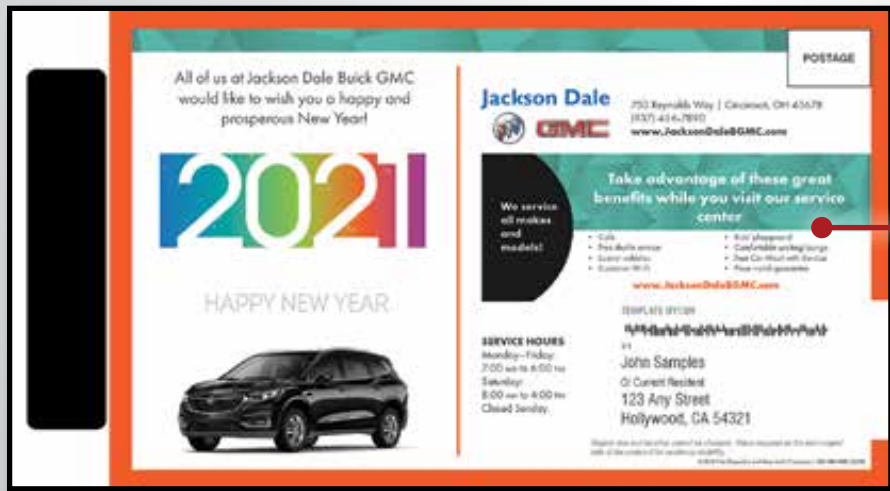
If you want to extend the life of your campaign, magnets may be the answer. Check out these stats:

87% of people have at least one magnet on their refrigerator.

51% Postcards with magnets attached are read **51%** more often than other postcards.

Your **logo**, your **contact information** (phone number and website) and **your offers** should appear on the front of the card (the non-magnet side) so they **stay visible** when your customers are ready to redeem them.

The key to a **fridge-worthy postcard** is including valuable information that your customers will want to reference frequently, like a **calendar** or a **sport schedule**.



Use the magnet-side of the card for your **amenities, awards, social media** references, a **map**, etc.

Ask your Reynolds Document Services Consultant about putting magnet mailers to work on your next postcard campaign!

Template NY13M: 6 x 11" Magnet Postcard

WHY

REYNOLDS AND REYNOLDS

FOR YOUR HOLIDAY GREETINGS



GOODWILL

Holiday greetings are a great way to build goodwill with customers and show your appreciation for their business.



EFFECTIVE

Customers appreciate saving a little extra during the holidays. Some might delay vehicle maintenance or repairs in lieu of holiday expenses. Offering an incentive might be just the persuasion they need. With our program, customers also love the convenience of the tear-off coupon that they can easily slip into a wallet.



SIMPLE

You choose the template from one of over 50 designs, and tell us who you want to target. We do the rest!



FLEXIBLE

We will include your logo, amenities, hours, website, and phone number. If you want to change the text of the letter, we can do that. If you want a custom-designed piece, we can do that too.



FAST

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.



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.



SMART DATA

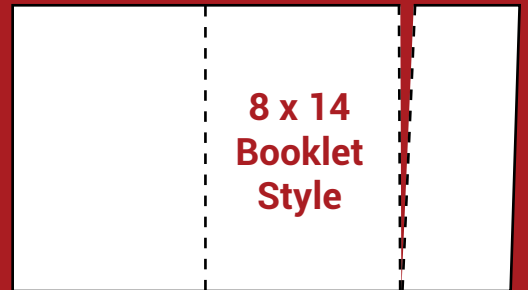
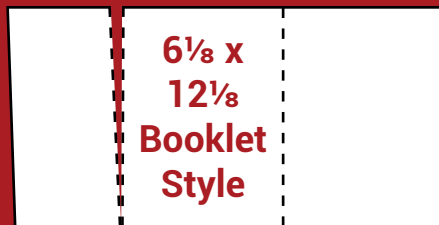
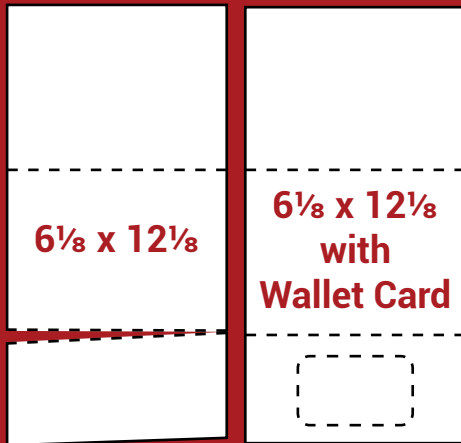
Send targeted, cost-effective mailers by using data to fine-tune your mailing list. In addition to choosing makes, models, year, and a zip code radius, Reynolds will work with you to identify top prospects.

SIZES

POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



FOLDED



Front



Front



Front



Back



Back



Back

OPTION

All 6 1/8" x 12 1/8" holiday mailers can have a convenient, perforated wallet card at the bottom, instead of the tear off panel. Ask your Document Services Consultant for more information on this option.



Template 14WC



Template 21WC



Template 25WC



Email rds@reyrey.com for complimentary samples

CUSTOMIZE YOUR TEMPLATE

OUR TEMPLATES ARE 100% FLEXIBLE!



CHANGE THE
IMAGES



CHANGE THE
COPY



CHANGE THE SIZE



CHANGE THE
CONTENT

Each tri-fold mailer is printed on light gloss stock. The unique size of the mailer allows it to stand out from other mail. First Class or Standard Mail postage are available.



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. Your signature line and contact information
8. Custom offers

These options can be added to ANY template!

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



Spring Falls
AUTOMOTIVE

Dear John Samples,

Warmest holiday wishes! As we celebrate this joyous season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories.

We wish you all the best this holiday season and look forward to seeing you soon.

Sincerely,
Steve Hoffman
Steve Hoffman
Service Director
Spring Falls Automotive
800-344-0996
www.springfallsauto.com
Hours
Monday-Friday 7:00am to 6:00pm
Saturday 7:00am to Noon



\$5 OFF
Any Service

Spring Falls
AUTOMOTIVE

Not valid on all services. Please contact us regarding restrictions. Offer good through 12/31/2020. Excludes previous offers. Spring Falls Automotive, Inc. © 2020

Target 1

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



Spring Falls
AUTOMOTIVE

Dear John Samples,

Warmest holiday wishes! As we celebrate this joyous season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories.

We wish you all the best this holiday season and look forward to seeing you soon.

Sincerely,
Steve Hoffman
Steve Hoffman
Service Director
Spring Falls Automotive
800-344-0996
www.springfallsauto.com
Hours
Monday-Friday 7:00am to 6:00pm
Saturday 7:00am to Noon



\$10 OFF
Any Service

Spring Falls
AUTOMOTIVE

Not valid on all services. Please contact us regarding restrictions. Offer good through 12/31/2020. Excludes previous offers. Spring Falls Automotive, Inc. © 2020

Target 2

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



Spring Falls
AUTOMOTIVE

Dear John Samples,

Warmest holiday wishes! As we celebrate this joyous season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories.

We wish you all the best this holiday season and look forward to seeing you soon.

Sincerely,
Steve Hoffman
Steve Hoffman
Service Director
Spring Falls Automotive
800-344-0996
www.springfallsauto.com
Hours
Monday-Friday 7:00am to 6:00pm
Saturday 7:00am to Noon



\$15 OFF
Any Service

Spring Falls
AUTOMOTIVE

Not valid on all services. Please contact us regarding restrictions. Offer good through 12/31/2020. Excludes previous offers. Spring Falls Automotive, Inc. © 2020

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. Some deadlines are extended because heavy mail volumes can impact delivery time.

HOLIDAY	LAST DATE TO FINALIZE ORDER FOR DELIVERY BEFORE HOLIDAY
Halloween	Friday, October 2
Thanksgiving	Friday, November 6
Black Friday	Friday, November 6
Christmas	Friday, December 4
New Years	Friday, December 11

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

IDEAS

The text inside each template is completely customizable. If your mailing includes multiple segments, the inside text can vary to fit each one, at no additional charge.

NEW - CHALLENGING YEAR:

- From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity. (G9)
- As we approach the end of this very challenging year, we wanted to take a moment to let you know much we appreciate your business, and to extend our wishes to you and your family for a holiday season filled with happy memories. (G10)

ACTIVE CUSTOMERS:

- Warmest holiday wishes! As we celebrate this joyous season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories. (G1)
- In the spirit of the holiday season, we would like to thank valued customers like you who have been an important part of our success. We have attached a special holiday gift to let you know how much your loyalty is appreciated. We wish you all the best this holiday season. (G2)
- Happy Holidays! It's the perfect time of year to show our appreciation for customers like you, who have supported our business throughout the year. To show our appreciation, please enjoy the special savings below on your next service. We look forward to seeing you soon! From all of us, we wish you and yours a safe and jolly holiday season. (G3)
- From our <Dealership Name> Family to yours, we hope your holidays bring happy memories and that your new year is excellent. We're always here to help ensure that your travels are safe, and we've included extra special savings below to show our appreciation for your business. We look forward to seeing you soon. (G4)
- Happy Holidays from everyone at <Dealership Name>! May your holidays provide many great memories, and may your new year be one of the best yet. We've included special savings below to show our appreciation for your continued business. (G5)
- From the entire <Dealership Name> family to yours, best wishes for the happiest of holidays and a prosperous new year. We have included special savings below to show our appreciation for your continued business. We look forward to seeing you soon! (G6)

INACTIVE CUSTOMERS:

- Happy Holidays from our service team! We noticed that you haven't been in recently and we wanted to extend a special offer to welcome you back. Just bring the certificate below in to save on your next service. We look forward to seeing you soon! (G7)

POTENTIAL CUSTOMERS:

- Happy Holidays! The <dealership name> service team invites you to "test drive" our service department. Use the certificate below to save xx off your first service with us. We look forward to seeing you soon! (G8)

HOLIDAY

TEMPLATES

THEMES

HALLOWEEN

THANKSGIVING

BLACK FRIDAY

HOLIDAY/
CHRISTMAS

NEW YEARS

SIZES

6 x 9" POSTCARD

6¹/₈ x 12¹/₈" SELF-MAILER

6 x 11" POSTCARD

8 x 14" 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.

TEMPLATE HW6

HALLOWEEN

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

Take advantage of your special savings before they expire on 11/20/18!

Halloween Savings for the Samples Family!

Great service, great value, and so much more!

- Assembly 1
- Assembly 2
- Assembly 3
- Assembly 4

4347 Brynolds Way | Dayton, OH 45428
937-454-7890 | www.TaylorSubaru.com

Hours: Monday-Friday 9 AM to 6 PM | Saturday 9 AM to 5 PM

TAYLOR SUBARU

4347 Brynolds Way | Dayton, OH 45428
937-454-7890 | www.TaylorSubaru.com

POSTAGE

No Tricks, Only Treats!

FORMATT MAIL

*****0001*****

John Samples
Dr. Carol Reedler
123 Any Street
Hollywood, CA 54321

Happy Halloween! TAYLOR SUBARU

Have a Safe & Happy Halloween!

TAYLOR SUBARU

Dear John,

No tricks, only treats at Taylor Subaru!

No matter what your service needs are, you can rely on our team to help you keep your vehicle in peak condition.

Happy Halloween from our Service Team!

Janet Jackson
Janet Jackson
Director - Service Operations
Taylor Subaru
937-456-7890
www.TaylorSubaru.com
Hours: Monday-Friday 7 AM to 6 PM | Saturday 8 AM to 5 PM

P.S. Please note that your special offer expires on 11/20/18.

John, punch out the card below and save!

TAYLOR SUBARU
937-456-7890 | TaylorSubaru.com

\$25.00 GIFT CARD

Present this card at any Taylor Subaru location to receive a \$25.00 gift card towards any service. This card is not valid for cash, and cannot be combined with other offers. See your service advisor for details.

Happy Halloween! TAYLOR SUBARU

TEMPLATE HW3

HALLOWEEN

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

REAL RESULTS

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

ROI: \$18:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$10, \$15, OR \$20 OFF SERVICE. LONGER TERM INACTIVES RECEIVED HIGHER DISCOUNTS.

Take advantage of these great benefits when you visit our service center!

- Large waiting room
- Big Screen T.V.
- Free Coffee
- Free Wi-Fi

ADAMS Ford

1234 Kentucky Way | Dayton, OH 45428 | 937-454-7890
www.AdamsFord.com

Service Hours:
Monday-Friday 7 AM to 6 PM | Saturday 9 AM to 5 PM | Sunday Closed

POSTAGE

ADAMS Ford

1234 Kentucky Way | Dayton, OH 45428 | 937-454-7890
www.AdamsFord.com

FORMATT MAIL

*****0001*****

John,
Look inside for your special Halloween savings!

John Samples
Dr. Carol Reedler
123 Any Street
Hollywood, USA 98765-4321

Happy Halloween! ADAMS Ford

TRICK OR TREAT

ADAMS Ford

HAPPY HALLOWEEN

Here are a few tips from Adams Ford to keep your little ghosts and goblins safe during trick-or-treat:

- Attach reflective tape to costumes and bags to help drivers see you. Carrying a flashlight will help too!
- Make sure costumes fit well. Avoid loose fitting costumes that may pose a tripping hazard, and make sure masks don't obscure their vision.
- Remind your trick-or-treaters to walk, not run, and to stay on the sidewalk whenever possible.

ADAMS Ford

Dear John,

No tricks, only treats of Adams Ford!

No matter what your service needs are, you can rely on our team to help you keep your vehicle in peak condition.

Happy Halloween from our Service Team!

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special offer expires on <date>.

TRICK OR TREAT

ADAMS Ford

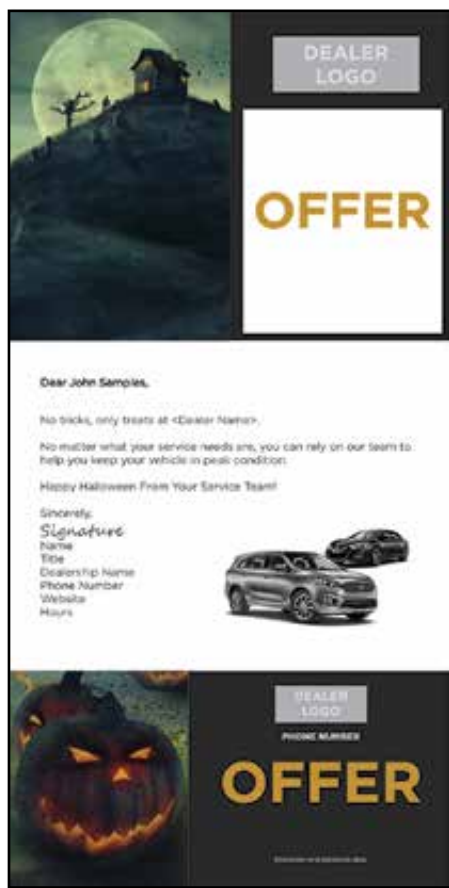
1234 Kentucky Way | Dayton, OH 45428 | 937-454-7890 | www.AdamsFord.com

OFFER

TEMPLATE HW1

HALLOWEEN

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



TEMPLATE HW5

HALLOWEEN

8 x 14" SELF-MAILER



TEMPLATE HW9

HALLOWEEN

6 x 9" POSTCARD

NEW!

NEW!

NO TRICKS, Just Treats!

Pick Your Treat
ANY SERVICE
\$15⁰⁰ OFF
OR
15% OFF

Whichever is greater

More SPOOKTACULAR SAVINGS on the back!

HAVERFIELD
ACURA 937.454.7890 | www.HaverfieldAcura.com

COMPLIMENTARY INCLUDE DELIVERY OF YOUR VEHICLE + SERVICE ONLINE + OUTDOOR WAITING AREA

HAVERFIELD
ACURA

416 Reynolds Way | Dayton, OH 45428
937.454.7890 | www.HaverfieldAcura.com

POSTAGE

SERVICE HOURS
MON-FRI 9:00 AM TO 5:00 PM | SAT 9:00 AM TO 3:00 PM
SUN CLOSED

Oil Change Special
\$24⁹⁵ Reg. \$44.95

Includes up to 3 qt standard conventional oil, genuine Acura oil filter and motor oil. Synthetic extra. Excludes Diesel.

Pothole Special
\$74⁹⁵ Reg. \$94.95

Includes 4-wheel alignment, tire rotation, and tire balance.

JOHN, DON'T MISS OUT ON THESE SWEET TREATS!

100% OFF HONDA
ANY SERVICE WITH HONDA PAYMENT PLAN

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

COMPLIMENTARY EXTERIOR CAR WASH AND VEHICLE DISINFECTANT TREATMENT WITH EVERY SERVICE!

TEMPLATE HW8

HALLOWEEN

6 x 11" POSTCARD

YIKES!

HELP!! MY HONDA!!

YOUR MAINTENANCE IS OVERDUE.

Waiting too long between oil changes can have **SCARY** consequences!

SCHEDULE ONLINE TODAY AT WWW.HAVERFIELDHONDA.COM

HAVERFIELD
Honda

456 Reynolds Way | Dayton, OH 45428
937.454.7890
www.HaverfieldHonda.com

Hours: Monday-Friday 9 am to 6 pm
Saturday 9 am to 5 pm

JOHN, WE SLASHED THE PRICE JUST FOR YOU!!

POSTAGE

LUBE, OIL & FILTER SPECIAL
\$14⁹⁵ Reg. \$44.95

Includes 5 qt standard oil, Acura Filter oil filter and motor oil, 2 wiper blades, and tire rotation.

Includes complimentary car wash up to 2 cars. All vehicles are hand-washed. Includes complimentary car wash up to 2 cars. All vehicles are hand-washed. Includes complimentary car wash up to 2 cars. All vehicles are hand-washed.

- FREE CAR WASH WITH ANY SERVICE
- LOANER CARS AVAILABLE
- SERVICE WITHOUT AN APPOINTMENT
- COMPLIMENTARY SNACKS/BEVERAGES
- KIDS PLAY AREA

100% OFF HONDA
ANY SERVICE WITH HONDA PAYMENT PLAN

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

WE'LL MEET OR BEAT ANY COMPETITOR'S COUPONS!

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

TEMPLATE TG15

THANKSGIVING

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

NEW!

NEW!

OUR GIFT TO YOU!

\$15 OFF
Any service or repair

GAFFNEY KIA
4187 Reynolds Way • Dayton, OH 45478
937.456.7890 • www.GaffneyKia.com

POSTAGE

Special Savings inside for the Samples Family!

GIVE THANKS

TO: John Samples
123 Any Street
Hollywood, CA 94321

WE'D LIKE TO GIVE THANKS

WE'RE THANKFUL FOR YOU!

DEAR JOHN,

From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We've included these **special savings** to show our appreciation for your continued business.

Sincerely,
Timmy Manager

Service Manager
Gaffney Kia
Hours: Monday-Saturday 7:00 AM to 5:30 PM
Sunday CLOSED

GAFFNEY KIA

P.S. Your gift certificate expires 12/31/20!

GAFFNEY KIA 4187 Reynolds Way • Dayton, OH 45478
937.456.7890 • www.GaffneyKia.com

TEMPLATE TG13

THANKSGIVING

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

Gift Certificate

19% OFF

Cloverdale NISSAN
6427 Reynolds Way
London, OH 41121

POSTAGE

Special Savings inside for the Echarrillons!

Happy Thanksgiving from Cloverdale Nissan

TO: John Echarrillons
123 Any Street
Hollywood, GA 318 203

937.456.7890 | www.CloverdaleNissan.ca

Give Back this Holiday Season with
Cloverdale NISSAN

Annual Food Drive

Please help us fill the food bank! Just bring in 5 non-perishable food items and you will receive special savings on your next service.

John,

Happy Thanksgiving! Thank you for your patronage and loyalty this past year. We are grateful for customers like you, who have become friends and contributed to our success. As a token of our appreciation, we have attached a Service Gift Certificate that can be used in our store.

Sincerely,
Timmy Manager
Service Manager
Cloverdale Nissan

Hours: Monday-Saturday 7:00 AM to 5:30 PM
Sunday CLOSED

Cloverdale NISSAN

6427 Reynolds Way
London, OH 41121
937.456.7890
www.CloverdaleNissan.ca

Service Hours:
Monday-Friday 7:00 AM to 5:30 PM
Saturday 7:00 AM to 5:00 PM
Sunday CLOSED

\$15 OFF Any service or repair

Our gift to the Samples



RODS
an **GM** company
4047 Reynolds Way • Dayton, OH 45578
937.456.7890 • www.RodsChevrolet.com

POSTAGE

Giving Thanks

TEMPLATE TEXT
11/15/18-11/30/18
John Samples
123 Any Street
Hollywood, CA 54321

Happy Thanksgiving




Thank You!

RODS

www.RodsChevrolet.com

John,

Happy Thanksgiving! Thank you for your patronage and loyalty this past year. We are grateful for customers like you, who have become friends and contributed to our success. As a token of our appreciation, we have attached a Service Gift Certificate that can be used in our store.

Sincerely,
Tommy Manager
Service Manager
Rods Chevrolet



Hours: Monday - Saturday 7:00 AM to 5:30 PM
Sunday CLOSED

P.S. Your gift certificate expires 12/31/18!

Lease: Not available • Drive service scheduling • On-vehicle repair
Complimentary snacks & beverages • Complimentary car wash

RODS an **GM** company
4567 Reynolds Way • Dayton, OH 45578
937.456.7890 • www.RodsChevrolet.com

WRITE YOUR OWN CHECK!

Pay to the order of *John Samples* Jackson Dale 

Spend	10 - 149	150 - 199	200 - 299	300 - 399	400 & over
Save	\$10	\$15	\$20	\$30	\$40

GM Certified Service

Jackson Dale
GM
456 Reynolds Way • Dayton, OH 45578
937.456.7890
www.JacksonDaleBuickGMC.com

POSTAGE

John, look inside for your special Thanksgiving savings!

give THANKS

TEMPLATE TEXT
11/15/18-11/30/18
John Samples
123 Any Street
Hollywood, CA 54321



GM Certified Service



GM Certified Service

Dear John,

Thanksgiving is the perfect time to let you, our valued customer, know that we appreciate your business. Customers like you make our success possible.

Happy Thanksgiving to you and yours, and best wishes for a happy Holiday season and prosperous New Year!

Sincerely,
John Manager
Service Manager



Jackson Dale Buick GMC
937.456.7890
www.JacksonDaleBuickGMC.com
Hours: Monday-Friday 7:30 AM to 6:00 PM • Saturday 8:00 AM to 4:00 PM

All of our customers enjoy these great benefits!

- Complimentary Rotolife for Life with Purchase of Set of Tires
- Complimentary shuttle service
- Complimentary loaner vehicles for repairs over \$250
- Complimentary Wi-Fi, coffee, and bottled water

Jackson Dale
GM
456 Reynolds Way • Dayton, OH 45578
937.456.7890
www.JacksonDaleBuickGMC.com

Service Hours
Monday-Friday 7:30 AM to 6:00 PM • Saturday 8:00 AM to 4:00 PM

TEMPLATE TG7

THANKSGIVING

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

REALRESULTS

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

ROI: \$64:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: 10% OFF ANY SERVICE



TEMPLATE TG6

THANKSGIVING

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

REALRESULTS

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

ROI: \$21:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)



TEMPLATE TG5

THANKSGIVING

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

REALRESULTS

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

ROI: \$17:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)

We're Thankful For You, John Samples!
Enjoy These Four Amenities!

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

Phone | Website

DEALER LOGO

Dealer Address • City, State Zip
Phone Number • Website

POSTAGE

TEMPLATE TG5

Gobbie Up The Great Savings Inside!

John Samples
123 Any Street
Hollywood, USA 98765-4321

HAPPY Thanksgiving
TO ONE AND ALL!

DEALER LOGO

HAPPY THANKSGIVING

Dear John Samples,

Thanksgiving is the perfect time to let you, our valued customer, know that we appreciate your business. Customers like you make our success possible.

Happy Thanksgiving to you and yours, and best wishes for a happy holiday season and a prosperous New Year!

Sincerely,
Dealer Signature

Name
Title
Dealership Name
Phone
Website
Hours

(Four colors of vehicle)

DEALER LOGO

OFFER

TEMPLATE TG4

THANKSGIVING

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

REALRESULTS

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

ROI: \$36:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$15 OFF ANY SERVICE

ARDUNE MOTORS

Amenity 1 Amenity 3
Amenity 2 Amenity 4

www.dealerwebsite.com

ARDUNE MOTORS

Dealer Street Address
City, State Zip
Website

POSTAGE

Template TG4

John Samples
123 Any Street
Hollywood, CA 54321

Customer Appreciation Savings Excluded

Happy Thanksgiving

Dealer Name • Phone Number

ARDUNE

Thank You

Dear Variable Customer Name,

Thanksgiving is the perfect time to let you, our valued customer, know that we appreciate your business. Customers like you make our success possible.

Happy Thanksgiving to you and yours, and best wishes for a happy holiday season and prosperous New Year!

Sincerely,
Signature

Name
Title
Dealership Name
Phone
Website
Hours

Website • Phone Number

ARDUNE Offer

TEMPLATE TG8

THANKSGIVING

8 x 14" SELF-MAILER

REAL RESULTS

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

ROI: \$24:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$20 OFF ANY SERVICE



TEMPLATE TG16

THANKSGIVING

6 x 9" POSTCARD

NEW!

NEW!



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

*This holiday season,
WE ARE THANKFUL
for two things:*

GREAT CUSTOMERS LIKE YOU

\$15 OFF Any Service \$39.95 and over

Baker Volkswagen

410 Reynolds Way • Dayton, OH 45428
937-456-7800 • www.bakervw.com

Baker Volkswagen

Full Synthetic Oil Change
\$49.95 Plus Tax

WE OFFER:

- Complimentary shuttle
- Loaner vehicles
- Free coffee
- Free Wi-Fi
- Free pick-up and delivery
- We work on commercial vehicles
- We work on all makes & models

John Samples
90 Canal Road
123 Any Street
Hollywood, CA 34321

Extend the life of your mail piece deliciously with this classic pumpkin pie recipe that customers will want to keep on hand. (Or, you could use the space for other offers, too!)

ADAMS Ford 410 Reynolds Way, Dayton, OH 45428, 937-456-7800, www.AdamsFord.com

GIVE THANKS

WINTERIZATION SPECIAL \$24.95

THANKSGIVING BONUS

Model	MSRP	MSRP	MSRP	MSRP
2019 Ford Focus	\$12,999	\$12,999	\$12,999	\$12,999
2019 Ford Fiesta	\$11,999	\$11,999	\$11,999	\$11,999
2019 Ford EcoSport	\$13,999	\$13,999	\$13,999	\$13,999
2019 Ford Escape	\$24,999	\$24,999	\$24,999	\$24,999
2019 Ford Explorer	\$34,999	\$34,999	\$34,999	\$34,999

JOHN, DID YOU KNOW WE OFFER YOU...

- Complimentary shuttle
- Loaner vehicles
- Free coffee
- Free Wi-Fi
- Free pick-up and delivery
- We work on commercial vehicles
- We work on all makes & models

John Samples, ENJOY OUR THANKSGIVING SPECIALS AT

ADAMS Ford 410 Reynolds Way, Dayton, OH 45428, 937-456-7800, www.AdamsFord.com

BUY 3 GET 1 FREE!

LOW PRICE TIME GUARANTEE

REMOTE START INSTALLATION 15% OFF

BRAKE SPECIAL 15% OFF

RECOMMENDED SCHEDULED MAINTENANCE DISCOUNT 15% OFF

CABIN AIR FILTER \$5 OFF

John Samples
90 Canal Road
123 Any Street
Hollywood, OH 418 203

TEMPLATE BF9

BLACK FRIDAY

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

Black Friday *One gift to you.* **\$10**
TOWARD ANY SERVICE

Haverfield Honda
1234 Reynolds Way
Dayton, OH 45424
937.456.7890
www.HaverfieldHonda.com

POSTAGE

John,
Look inside for your special Black Friday savings!

SAVE BIG ALL MONTH

Dear John,
John Samples
Or Contact Us at
123 Any Street
Hollywood, CA 54321

SALE BLACK FRIDAY ALL MONTH LONG

SALE BLACK FRIDAY ALL MONTH LONG

Dear John,

We want to help you kick off the holiday season with an exclusive offer!

No matter what your service needs are, you can rely on our team to help you keep your vehicle in peak condition for all your holiday travel.

Happy Holidays!

Sincerely,
Service Manager

Name
Title
Company Name
Phone
Website
Hours

P.S. Please note that your special savings apply to in-store.

Black Friday

We Offer

- Large waiting room
- Free Coffee
- Big Screen TV
- Free Wi-Fi

Haverfield Honda
888.888.8888
www.HaverfieldHonda.com

TEMPLATE BF5

BLACK FRIDAY

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

REALRESULTS

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

ROI: \$25:1

TARGET: INACTIVE CUSTOMERS

HOOK: \$39.95 FULL SYNTHETIC OIL CHANGE AND TIRE ROTATION, PLUS SECOND OIL CHANGE FREE

John,
Take advantage of these great benefits when you visit our service center!

- Large waiting room
- Big Screen TV
- Free Coffee
- Free Wi-Fi

FIAT OF BEAMAN

Service Hours: Monday-Friday 7:30 am to 5:30 pm / Saturday 9:00 am to 4:00 pm / Sunday Closed

FIAT OF BEAMAN
1234 Reynolds Way
Dayton, OH 45424
937.456.7890
www.FiatOfBeaman.com

POSTAGE

John,
Look inside for your special Black Friday savings!

Dear John,
John Echallions
Or Contact Us at
123 Any Street
Hollywood, QC A1B 2C3

BLACK FRIDAY SAVINGS

FIAT OF BEAMAN

BLACK FRIDAY

Dear John,

We want to help you kick off the holiday season with an exclusive offer!

No matter what your service needs are, you can rely on our team to help you keep your vehicle in peak condition for all your holiday travel.

Happy Holidays!

Sincerely,
Service Manager

Name
Title
Company Name
Phone
Website
Hours

P.S. Please note that your special savings apply to in-store.

FIAT OF BEAMAN
1234 Reynolds Way | Dayton, OH 45424
937.456.7890
www.FiatOfBeaman.com

OFFER

DEALER LOGO
Phone Address


- AMENITY 1
- AMENITY 2
- AMENITY 3
- AMENITY 4

www.dealerwebsite.com


DEALER LOGO
Dealer Street Address
City, State, Zip
Website

POSTAGE

Template BF2



 John Samples
 or Current Reader
 123 Any Street
 Hollywood, USA 96766-4321



Special Savings From **DEALER LOGO**

DEALER LOGO

BLACK FRIDAY SAVINGS!



Dear John Samples,

We want to help you kick off the holiday season with an exclusive offer!

No matter what your service needs are, you can rely on our team to help you keep your vehicle in peak condition for all your holiday travel.

Happy Holidays!

Sincerely,
Dealer Signature
 Title
 Dealership Name
 Phone
 Website
 Hours



DEALER LOGO **OFFER**

BLACK FRIDAY SALE


 Mercedes-Benz of Anytown

save all season long



Mercedes-Benz of Anytown
 4567 Reynolds Blvd
 Anytown, CA 96101
 (937) 456-7890

Hours: Monday-Saturday 9:00 AM to 6:00 PM, Sunday 12:00 PM to 6:00 PM

POSTAGE

BLACK FRIDAY

special savings for John Samples

OIL CHANGE \$20.00 OFF

www.MBANYTOWN.CA



VARIABLE DISCOUNT

MODEL	SALE	OFFER	DATE
Mercedes-Benz C-Class	\$1,000	\$2,000	11/23-11/29
Mercedes-Benz E-Class	\$1,500	\$3,000	11/23-11/29
Mercedes-Benz S-Class	\$2,000	\$4,000	11/23-11/29

• FREE OIL SERVICE WITH ANY SERVICE
 • LIMITED TIME ONLY
 • DISCOUNTS IN APPLICABLE
 • FINANCING AVAILABLE THROUGH
 • SEE DEALER FOR DETAILS

John Samples
 or Current Reader
 123 Any Street
 Hollywood, CA 96766

TEMPLATE BF7

BLACK FRIDAY

6 x 9" POSTCARD

GAFFNEY KIA

BLACK FRIDAY

SALE

OIL CHANGE

\$24.95
Regular Price \$34.95

Includes Oil Filter, 5W-30 motor oil, w/ labor. Excludes taxes, title and license. Excludes additional services. Excludes additional services. Excludes additional services.

BRAKE SPECIAL

20% off

Includes Oil Filter, 5W-30 motor oil, w/ labor. Excludes taxes, title and license. Excludes additional services. Excludes additional services. Excludes additional services.

ALL SEASON LONG!

GAFFNEY KIA

4567 Reynolds Way Dayton, OH
937.456.7890
www.GaffneyKia.com

SERVICE HOURS:
Mon-Fri 7:00 AM to 6:00 PM
Saturday 8:00 AM to 4:00 PM

WE OFFER:
Courtesy Shuttle Service - Loaner Vehicles
Complimentary Snacks and Beverages
FREE Car Wash with any service
Competitor Coupon Match

VARIABLE DISCOUNT		POSTAGE
SPEND	SAVE	
\$5-\$50*	\$10 OFF	
\$51-\$100*	\$20 OFF	
\$101-\$150*	\$30 OFF	
\$151-\$200*	\$40 OFF	
\$201-\$250*	\$50 OFF	
\$251-\$300*	\$60 OFF	

*Minimum purchase. Excludes taxes, title and license. Excludes additional services. Excludes additional services. Excludes additional services.

BLACK FRIDAY

SEE THEM ALL! FACTORY CUSTOMER SERVICE SPECIAL!

TRUCKETS KEY
Hyundai/Kia/Toyota/Jeep/Chevrolet
John Samples
Or Contact Resident
123 Any Street
Hollywood, CA 54321

TEMPLATE BF6

BLACK FRIDAY

6 x 9" POSTCARD

Gaffney Hyundai

456 Reynolds Way | Dayton, OH 45476
937.456.7890 | www.GaffneyHyundai.com

Service Hours:
Monday-Friday 7:00 AM to 6:00 PM
Saturday 8:00 AM to 2:00 PM

BLACK FRIDAY

SUPER SALE

SALE Hurry! Savings end November 25, 2018!

Our commitment to our customers is that you are **Completely Satisfied!**

John, Get Your Hyundai Ready for the Holidays!

OIL CHANGE
1/2 PRICE
Save up to \$32!

SERVICE SAVINGS
10% OFF
Any Additional Service

WE CAN FINANCE SERVICE

Let us make your visit a pleasant one!

- Factory Trained Technicians
- Online Service Scheduling
- Comfortable Lounge
- WiFi Available
- Complimentary Snacks/Beverages

Gaffney Hyundai POSTAGE

456 Reynolds Way | Dayton, OH 45476
937.456.7890 | www.GaffneyHyundai.com

TRUCKETS KEY
Hyundai/Kia/Toyota/Jeep/Chevrolet
John Samples
Or Contact Resident
123 Any Street
Hollywood, CA 54321

TEMPLATE 67

HOLIDAY/
CHRISTMAS

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

NEW!

Our special gift for the Samples Family
\$15 Towards any service

HAVERFIELD
ACURA

1234 Reynolds Way • Dayton, OH 45424
 937.456.7890 • www.haverfieldacura.com

POSTAGE

To thank you for your business, we've included your holiday gift inside.

TEMPLATE #1

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

WE WISH YOU
Merry Christmas
 &
HAPPY NEW YEAR

Happy Holidays!

From the team at
HAVERFIELD
ACURA

Dear John,

From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We have included **special savings** to show our appreciation for your continued business. We look forward to seeing you soon!

Sincerely,

Service Manager

Name
 Title
 Dealership Name
 Phone
 Website
 Hours

P.S. Please note that your special savings expire on *1/1/20*.

All of our customers enjoy these great benefits!

- Complimentary shuttle service
- Complimentary loaner vehicles
- Complimentary Wi-Fi, coffee, and bottled water
- Online service scheduling at our website

HAVERFIELD
ACURA

1234 Reynolds Way • Dayton, OH 45424 • 937.456.7890
 www.haverfieldacura.com

Service Hours
 Monday - Friday 9:00 AM - 5:00 PM • Saturday 9:00 AM - 4:00 PM • Sunday 10:00 AM - 4:00 PM

NEW!

TEMPLATE 66

HOLIDAY/
CHRISTMAS

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

NEW!

OUR GIFT TO YOU!
\$20
 TOWARD ANY SERVICE

ADAMS FORD

1234 Reynolds Way • Dayton, OH 45424
 937.456.7890
 AdamsFord.com

POSTAGE

JOHN,

Find your special holiday offer inside!

TEMPLATE #1

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

IT'S THE
Most Wonderful
TIME
of the Year.

holly jolly

Dear John,

From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We have included **special savings** to show our appreciation for your continued business. We look forward to seeing you soon!

Sincerely,

Service Manager

Name
 Title
 Dealership Name
 Phone
 Website
 Hours

P.S. Please note that your special savings expire on *1/1/20*.

Take advantage of these great benefits while you visit our service center:

- Large waiting room
- Free Coffee
- Big Screen TV
- Free Wi-Fi

ADAMS FORD

1234 Reynolds Way • Dayton, OH 45424 • 937.456.7890
 AdamsFord.com

Service Hours
 Monday - Friday 9:00 AM - 5:00 PM • Saturday 9:00 AM - 4:00 PM • Sunday 10:00 AM - 4:00 PM

NEW!

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

TEMPLATE 65

HOLIDAY/
CHRISTMAS

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

NEW!

NEW!

OUR GIFT TO YOU
\$20
off any service

Cloverdale NISSAN

POSTAGE

John, wishing you a happy holiday season!
Enjoy your special gift inside.

MERRY

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

Happy Holidays

Cloverdale NISSAN

Happy Holidays

FROM YOUR FRIENDS AT CLOVERDALE NISSAN

DEAR JOHN,

From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We have included **special savings** to show our appreciation for your continued business.

We look forward to seeing you again!
Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special savings expire on *expiration date*.

(TAKE ADVANTAGE OF THESE GREAT BENEFITS!)

- Leasing Cars Available
- Online Service Scheduling
- Comfortable Lounge
- Complimentary Snacks/Beverages
- Complimentary Car Wash
- Price Match Guarantee

937.456.7890 | CloverdaleNissan.com

TEMPLATE 64

HOLIDAY/
CHRISTMAS

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

NEW!

NEW!

OUR HOLIDAY GIFT FOR
THE SAMPLES FAMILY
\$20 toward any service

937.456.7890 | www.GaffneyKia.ca

GAFFNEY KIA

POSTAGE

Special holiday gift inside for John!

John Charlilons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

HAPPY HOLIDAYS

MERRY CHRISTMAS
HAPPY NEW YEAR

Dear John,

From our family to yours, we wish you a holiday season filled with peace and joy. We are tremendously grateful for your business in this challenging year. May the next year be one filled with hope and prosperity.

We've included **special savings** to show our appreciation for your continued business.

Sincerely,

Signature

Name
Title
Dealership
Phone & Website
Hours

P.S. Please note that your special savings expire on *expiration date*.

- Cafe
- Free shuttle service
- Leasing vehicles
- Custom Wi-Fi
- Kids' playground
- Comfortable waiting lounge
- Free Car Wash with Service
- Price match guarantee

GAFFNEY KIA

Schedule online at www.GaffneyKia.ca

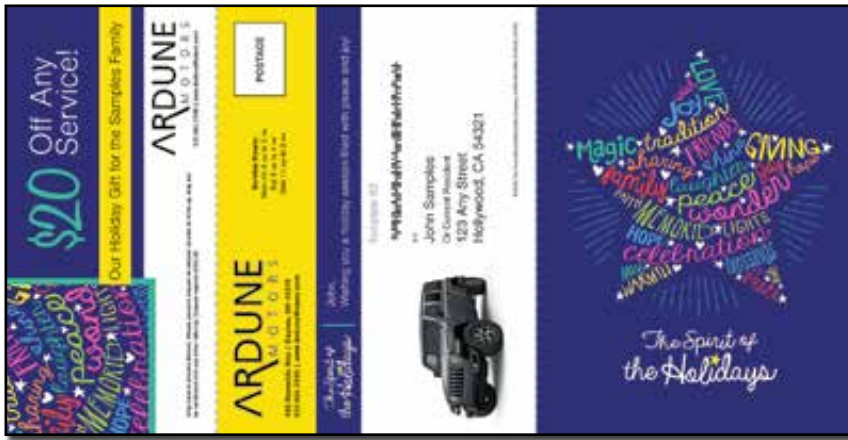
TEMPLATE 63

HOLIDAY/
CHRISTMAS

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

NEW!

NEW!



TEMPLATE 59

HOLIDAY/
CHRISTMAS

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



TEMPLATE 58

HOLIDAY/
CHRISTMAS

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

TEMPLATE 57

HOLIDAY/
CHRISTMAS

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

Make your campaign more engaging with a coloring page customers can bring in to decorate your service drive.

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

Our special gift for the Samples Family

\$15 Towards any service

Haverfield
ACURA

1234 Reynolds Way • Dayton, OH 45434
937.456.7890 • www.HaverfieldAcura.com

POSTAGE

John

Hi John, we hope your holidays are filled with peace and joy. We have included special savings to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

PS. Please note that your special savings expire on <date>.

Warmest Wishes

Peace and joy
TO WARM YOUR HEART
THIS HOLIDAY SEASON

Haverfield
ACURA

www.HaverfieldAcura.com

Dear John,

From our <Dealership Name> family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

PS. Please note that your special savings expire on <date>.

All of our customers enjoy these great benefits!

- Complimentary shuttle service
- Complimentary Wi-Fi, coffee, and bottled water
- Complimentary loaner vehicles
- Online service scheduling at our website

Haverfield
ACURA

1234 Reynolds Way • Dayton, OH 45434 • 937.456.7890
www.HaverfieldAcura.com

OUR GIFT TO YOU!

\$20
TOWARD ANY SERVICE

Taylor Subaru

1234 Reynolds Way • Columbus, OH 43215
614.555.1234 • www.TaylorSubaru.com

POSTAGE

JOHN

Find your special holiday offer inside!

Hi John, we hope your holidays are filled with peace and joy. We have included special savings to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

PS. Please note that your special savings expire on <date>.

Peace & Joy

Happy
Holidays

FROM
THE TAYLOR SUBARU FAMILY

Taylor Subaru

1234 Reynolds Way • Columbus, OH 43215 • 614.555.1234
www.TaylorSubaru.com

Dear John,

From our <Dealership Name> family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

PS. Please note that your special savings expire on <date>.

Take advantage of these great benefits while you visit our service center:

- Large waiting room
- Free Coffee
- Big Screen TV
- Free Wi-Fi

Taylor Subaru

1234 Reynolds Way • Columbus, OH 43215 • 614.555.1234
www.TaylorSubaru.com

TEMPLATE 53

HOLIDAY/ CHRISTMAS

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

OUR GIFT TO YOU
\$20 OFF
Any Service

LEXUS
LEXUS OF ANYTOWN
123 Any Street • Anytown, CA 94321
617.555.1234
www.lexus.com

POSTAGE

Special Holiday Offer
inside for John!

LEXUS OF ANYTOWN

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 94321

HAPPY HOLIDAYS!
LEXUS

Dear John,

From our <Dealership Name> family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special savings expire on <date>.

Take advantage of these great benefits!

- Lessor Cars Available
- Complimentary Snacks/Beverages
- Online Service Scheduling
- Complimentary Car Wash
- Comfortable Lounge
- Price Match Guarantee

TEMPLATE 52

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$15:1

TARGET: INACTIVE & CONQUEST CUSTOMERS

HOOK: \$10 OFF ANY SERVICE (INACTIVE) OR \$20 OFF ANY SERVICE (CONQUEST)

Our Gift to You
\$20 OFF
Any Service

ADAMS Ford
123 Any Street • Anytown, CA 94321
617.555.1234
www.adamsford.com

POSTAGE

Special Holiday gift
inside for John!

ADAMS FORD

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 94321

WISHING YOU
Happy HOLIDAYS

Happy HOLIDAYS

ADAMS Ford

Dear John,

From our <Dealership Name> family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special savings expire on <date>.

Take advantage of these great benefits!

- Lessor Cars Available
- Complimentary Snacks/Beverages
- Online Service Scheduling
- Complimentary Car Wash
- Comfortable Lounge
- Price Match Guarantee

Schedule online at www.AdamsFord.com

TEMPLATE 51

HOLIDAY/CHRISTMAS

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

REALRESULTS

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

ROI: \$49:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$25 OFF ANY SERVICE OF \$75 OR MORE (SUBARU DEALER)

OUR GIFT TO YOU!

\$10 Toward Any Service

TAYLOR SUBARU

1234 Reynolds Way | Oakland, CA 94612 | 510-438-7800
www.TaylorSubaru.com

POSTAGE

Special Holiday Offer inside for John!

TEMPLATE 51

John Samples
Dr. Content Provider
123 Any Street
Hollywood, CA 54321

HAPPY HOLIDAYS

TAYLOR SUBARU

May your holidays be filled with warmth and cheer!

Dear John,

From our <Dealership Name> family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included **special savings** below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name: _____
Title: _____
Dealership Name: _____
Phone: _____
Website: _____
Hours: _____

P.S. Please note that your special savings expire on <date>.

Take advantage of these great benefits while you visit our service center:

- Large waiting room
- Free Coffee
- Big Screen TV
- Free Wi-Fi

TAYLOR SUBARU

TEMPLATE 49

HOLIDAY/CHRISTMAS

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

REALRESULTS

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

ROI: \$41:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$10 OFF ANY SERVICE OR REPAIR

Take advantage of these great benefits!

- Large waiting room
- Free Coffee
- Big Screen TV
- Free Wi-Fi

POSTAGE

POTTER CHEVROLET

1234 Reynolds Way | Oakland, CA 94612 | 510-438-7800
www.PotterChevrolet.com

WE WISH YOU -HAPPY- Holidays -AND- A GREAT NEW YEAR

John,

Make your holidays happier with the special offer inside!

Dear John,

From the entire <Dealership Name> family to yours, best wishes for the happiest of holidays and a prosperous new year.

We have included **special savings** to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name: _____
Title: _____
Dealership Name: _____
Phone: _____
Website: _____
Hours: _____

P.S. Please note that your special savings expire on <date>.

OFFER

POTTER CHEVROLET

Hooked on Christmas

TEMPLATE 48

HOLIDAY/ CHRISTMAS

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

TEMPLATE 47

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$56:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$10 OFF ANY SERVICE

TEMPLATE 46

HOLIDAY/CHRISTMAS

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

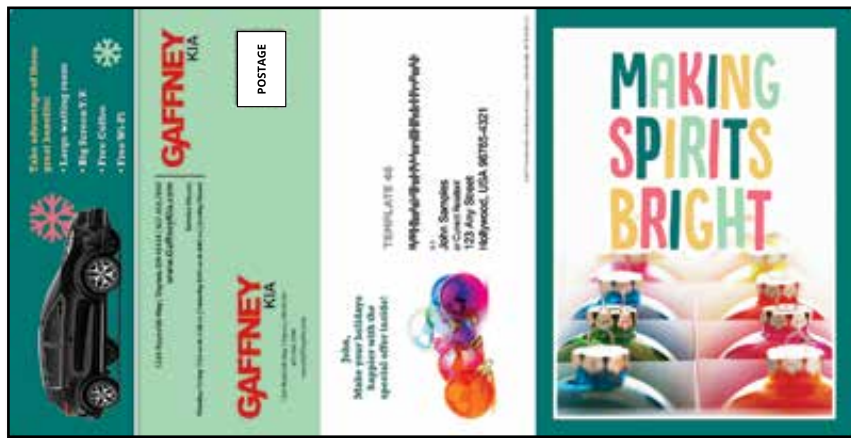
REALRESULTS

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

ROI: \$59:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$15 OFF OIL CHANGE



Wallet Card



TEMPLATE 45

HOLIDAY/CHRISTMAS

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

REALRESULTS

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

ROI: \$81:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$25 OFF ANY SERVICE WITH A SCHEDULED TEST DRIVE

TEMPLATE 44

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$78:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)

TEMPLATE 43

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$109:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$15 OFF ANY SERVICE \$50+ (ACTIVE) OR \$25 OFF ANY SERVICE \$50+ (INACTIVE)

TEMPLATE 42

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$39:1

TARGET: INACTIVE CUSTOMERS

HOOK: 20% OFF PARTS AND LABOR



TEMPLATE 41

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$82:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

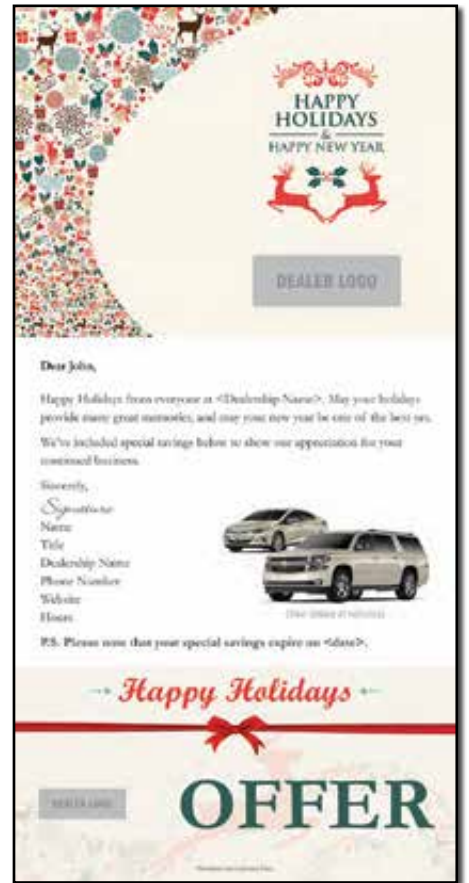
HOOK: BONUS BUCKS (\$5-\$20 OFF)



TEMPLATE 38

HOLIDAY/
CHRISTMAS

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



TEMPLATE 35

HOLIDAY/
CHRISTMAS

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



TEMPLATE 34

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$85:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: UP TO 10% OFF, BASED ON REPAIR ORDER TOTAL

Phone Number | Website

DEALER LOGO Street Address City, State Zip Phone Number Website

POSTAGE

DEALER LOGO

Street Address City, State Zip Phone Number Website

John Samples
or Parent Reader
123 Any Street
Hollywood, USA 00785-4321

Happy Holidays

DEALER LOGO

Happy Holidays,
John

DEALER LOGO

Dear John,

From our Dealership Name family to yours, we hope your holidays bring happy memories and that your new year is excellent. We're always here to help make sure your travels are safe, and we have included special savings below to show our appreciation for your business.

We look forward to seeing you soon.

Sincerely,
Signature

Name
Title
Phone Number
Website
Hours

P.S. Your exclusive savings end <Date>.

DEALER LOGO

Offer

DEALER LOGO

TEMPLATE 33

HOLIDAY/ CHRISTMAS

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

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

DEALER LOGO

Take advantage of these great benefits!

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4
- Amenity 5

Phone Number + Website

DEALER LOGO Street Address City, State Zip Phone Number Website

POSTAGE

Receive special savings with your Toys for Tots donation. Ends <Date>.

TEMPLATE 33

DEALER LOGO Street Address City, State Zip Phone Number Website

John Samples
or Parent Reader
123 Any Street
Hollywood, USA 00785-4321

Help brighten the holidays for children in need and receive a special gift!

Happy Holidays!

DEALER LOGO

Phone Number

TOYS FOR TOTS

Dear John Samples,

We're sincerely grateful for your business in the past year, and we wish you and your family the happiest of holidays.

This year, we're collecting toys for Toys for Tots. To show our appreciation for your donation, you can use the coupon below to receive \$00.00 on any service visit. (Don't need service right now? When you return, the service manager can sign your certificate and you can keep it for your next service.)

Sincerely,
Signature

Name
Title
Phone Number
Website
Hours

Your choice of vehicle.

Please bring in your donation by <Date> to take advantage of this offer.

\$00.00 OFF

any service with your donation of a new unwrapped toy valued at \$10.00

DEALER LOGO

John, get the exceptional service you deserve, and get it fast with no appointment required. We'll also provide:

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

☞ Phone Number • Website ☞

DEALER LOGO

Dealer Address • City • State • Zip
Phone Number • Website

POSTAGE

John,
Look inside for a holiday gift you're sure to love!

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

DEALER LOGO

Your holiday gift is inside!

(Hint: It's way better than an ugly sweater.)

DEALER LOGO

Happy Holidays!

Dear John,

The holiday season is here! We hope your holidays bring happy memories and that your new year is excellent. We wanted to show our appreciation for your business, so we've included special savings below. Hope they fit. We look forward to seeing you soon.

Sincerely,
Name
Title
Dealership Name
Phone Number
Website
Hours

P.S. Your special savings expire <date>.

For: The Samples Family

DEALER LOGO

OFFER

Dealer Logo Phone Website

John, get the exceptional service you deserve, and get it fast with no appointment required.

We'll Also Provide:

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

John,
we sent you a treat.
Take a peek!

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

We got you a little something.
It's okay to peek inside!

Dealer Logo

Happy Holidays from all of us at <Dealership Name>

Dealer Logo

Dear John,

The holiday season is here! We hope your holidays bring happy memories and that your new year is excellent. We wanted to show our appreciation for your business, so we've included special savings below. We look forward to seeing you soon!

Sincerely,
Name
Title
Phone
Website
Hours

P.S. Your special savings expire <date>.

For: The Samples Family

OFFER

Dealer Logo

TEMPLATE 26

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$23:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$29.95 FULL SYNTHETIC OIL CHANGE OR \$25 OFF ANY SERVICE

John Samples, We Offer These Great Amenities For You!

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

Service Hours:

DEALER LOGO

Dealer Address • City, State, Zip
Phone Number • Website

POSTAGE

Holiday Savings Inside!

1234567890

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

Happy Holidays From Your Friends At

DEALER LOGO

DEALER LOGO

Dear John Samples,

In the spirit of the season, we would like to thank valued customers like you who have been an important part of our success. We have attached special holiday savings to let you know how much your loyalty is appreciated.

We wish you all the best this Holiday Season!

Sincerely,
Dealer Signature
Name
Title
Dealership Name
Phone Number
Website
Hours

PHONE NUMBER • WEBSITE

OFFER

DEALER LOGO

TEMPLATE 25

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$152:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$15 OFF SERVICE \$50+ (ACTIVE) OR \$25 OFF SERVICE \$50+ (INACTIVE)

DEALER LOGO

Amenities:

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

Phone Number • Website

DEALER LOGO

Dealer Address • City, State, Zip
Phone Number • Website

POSTAGE

1234567890

John Echardlows
123 Any Street
Hollywood, GA A1B 2C3

Savings

SEASON'S GREETINGS
Happy Holidays

Happy Holidays from

DEALER LOGO

Dear John Samples,

In the spirit of the season, we would like to thank valued customers like you who have been an important part of our success. We have included special holiday savings below, so let you know how much your loyalty is appreciated.

We wish you all the best this Holiday Season!

Sincerely,
Signature
Name
Title
Dealership Name
Phone Number
Website
Hours

OFFER

DEALER LOGO

TEMPLATE 23

HOLIDAY/ CHRISTMAS

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

OUR HOLIDAY GIFT FOR THE SAMPLES FAMILY

\$20 off any service

877.865.7868 | www.GaffneyKia.com

GAFFNEY KIA

Special Hours: Mon-Fri 9am-5pm, Sat 10am-4pm, Sun 12pm-4pm

POSTAGE

GAFFNEY KIA

300 Reynolds Blvd, Dayton, OH 45424 | www.GaffneyKia.com

Special holiday gift inside for John!

Template 23

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

MERRY Christmas

HAPPY HOLIDAYS!

GAFFNEY KIA

Dear John,

Happy Holidays from everyone at <Dealership Name>. May your holidays provide many great memories, and may your new year be one of the best yet.

We've included special savings below to show our appreciation for your continued business.

Sincerely,

Signature

Name
Title
Dealership
Phone & Website
Hours

P.S. Please note that your special savings expire on <date>.

- Cafe
- Ride shuttle service
- Lease vehicles
- Customs WiFi
- Kids' playground
- Comfortable waiting lounge
- Free Car Wash with Service
- Price match guarantee

Schedule online at www.GaffneyKia.com

TEMPLATE 22

HOLIDAY/ CHRISTMAS

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

DEALER LOGO

Phone • Website

AMENITY 1 AMENITY 2

AMENITY 3 AMENITY 4

Special Hours

DEALER LOGO

Dealer Street Address
City, State Zip
Website

POSTAGE

Template 22

Open For Special Holiday Savings!

John Samples
Or Current Resident
123 Any Street
Hollywood, USA 56786-4321

Happy Holidays, John!

DEALER LOGO

Dear John Samples,

Winter holiday season! As we celebrate this special season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories.

We wish you all the best this holiday season and look forward to seeing you soon.

Sincerely,

Dealer Signature

Name
Title
Dealership Name
Phone
Website
Hours

DEALER LOGO

OFFER

REALRESULTS

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

ROI: \$92:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$10 OFF ANY SERVICE

TEMPLATE 21

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$100:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: 15% OFF ANY SERVICE

www.DealerWebsite.com • Phone

DEALER LOGO

Amenity 1
Amenity 2
Amenity 3
Amenity 4



DEALER LOGO Dealer Street Address
City, State Zip
Website

POSTAGE

Template 21

Holiday Savings Inside!

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

DEALER LOGO



Holiday Greetings!

DEALER LOGO



Dear John Samples,

Warmest holiday wishes! As we celebrate this joyous season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories.

We wish you all the best this holiday season and look forward to seeing you soon.

Sincerely,
Dealer Signature

Name
Title
Dealership Name
Phone
Website
Hours



DEALER LOGO

OFFER

Hours

TEMPLATE 20

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$140:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$15 OFF ANY SERVICE \$50+ (ACTIVE) OR \$25 OFF ANY SERVICE \$50+ (INACTIVE)

www.DealerWebsite.com

DEALER LOGO

Phone

AMENITY 1 AMENITY 3
AMENITY 2 AMENITY 4



Hours:

DEALER LOGO Dealer Street Address
City, State Zip
Website

POSTAGE

Template 20

Open for Special Holiday Savings!




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



HAPPY HOLIDAYS!

DEALER LOGO




Dear John Samples,

Warmest holiday wishes! As we celebrate this joyous season, we wanted to let you know how much we appreciate your business. May your holidays bring you many happy memories.

We wish you all the best this holiday season and look forward to seeing you soon.

Sincerely,
Dealer Signature

Name
Title
Dealership Name
Phone
Website
Hours



DEALER LOGO

OFFER

TEMPLATE 17

HOLIDAY/ CHRISTMAS

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

REALRESULTS

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

ROI: \$26:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: 15% OFF ANY SERVICE

\$15 off any service

RODS
Dealer Street Address
City, State Zip
Website

POSTAGE

TEMPLATE 17
\$15 Off Any Service

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 94321

Merry Christmas

Happy Holidays

RODS

Dear John,

In the spirit of the season, we would like to thank valued customers like you who have been an important part of our success. We have attached a special holiday gift to let you know how much your loyalty is appreciated.

We wish you all the best this Holiday Season!

Sincerely,
Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

PS: Please note that your special savings expires on <date>.

RODS
Phone Number
Website
Hours

TEMPLATE 16

HOLIDAY/ CHRISTMAS

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

HAVERFIELD Honda
OFFER

POSTAGE

Template 16
\$15 Off Any Service

John Samples
Or Current Resident
123 Any Street
Hollywood, CA 94321

Happy Holidays

Dear John,

From our <Dealership Name> family to yours, we hope your holidays bring many happy moments, and that the new year is one the best yet.

We have included special savings below to show our appreciation for your continued business. We look forward to seeing you soon!

Sincerely,
Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

PS: Please note that your special savings expires on <date>.

HAVERFIELD Honda

HAVERFIELD Honda
Happy Holidays

Take advantage of these great benefits while you visit our service center.

• 15% Off Any Service
• 10% Off Parts & Labor
• 10% Off Oil Changes

HAVERFIELD Honda
www.haverfieldhonda.com

TEMPLATE 14

HOLIDAY/CHRISTMAS

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

REALRESULTS

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

ROI: \$39:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$20 OFF ANY SERVICE



TEMPLATE 10

HOLIDAY/CHRISTMAS

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

REALRESULTS

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

ROI: \$35:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$10 OFF (ACTIVE) OR \$15 OFF (INACTIVE)



TEMPLATE 3

HOLIDAY/
CHRISTMAS

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

Our special gift for the Samples Family

\$15 Off any service



HAVERFIELD
ACURA

POSTAGE

HAVERFIELD
ACURA

John,
To thank you for your business, we've included your holiday gift inside.

JOY

May your holidays be filled with
JOY

Dear John,

From our «Dealership Name» family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included special savings below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special savings expire on «date».

All of our customers enjoy these great benefits!

- Complimentary shuttle service
- Complimentary Wi-Fi, coffee, and bottled water
- Complimentary loaner vehicles
- Online service scheduling at our website

HAVERFIELD
ACURA

Schedule online at www.HaverfieldAcura.com

TEMPLATE 2

HOLIDAY/
CHRISTMAS

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

Our gift for the Samples Family

\$20 OFF
Any Service

GAFFNEY
TOYOTA

POSTAGE

GAFFNEY
TOYOTA

1234 River Road • Dayton, OH 45424
937.456.7390
www.GaffneyToyota.com

Samples Family
Please find your special holiday gift inside.

WISHING YOU THE BEST THIS
HOLIDAY
SEASON

From your friend at
Gaffney Toyota

HAPPY HOLIDAYS!

Dear John,

From our «Dealership Name» family to yours, we hope your holidays bring many happy memories, and that the next year is one the best yet.

We have included special savings below to show our appreciation for your continued business.

We look forward to seeing you soon!

Sincerely,

Service Manager

Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special savings expire on «date».

Take advantage of these great benefits!

- Loaner Cars Available
- Online Service Scheduling
- Comfortable Lounges
- Complimentary Snacks/Beverages
- Complimentary Car Wash
- Price Match Guarantee

Schedule online at www.GaffneyToyota.com

GAFFNEY
TOYOTA

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

TEMPLATE 1

HOLIDAY/ CHRISTMAS

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

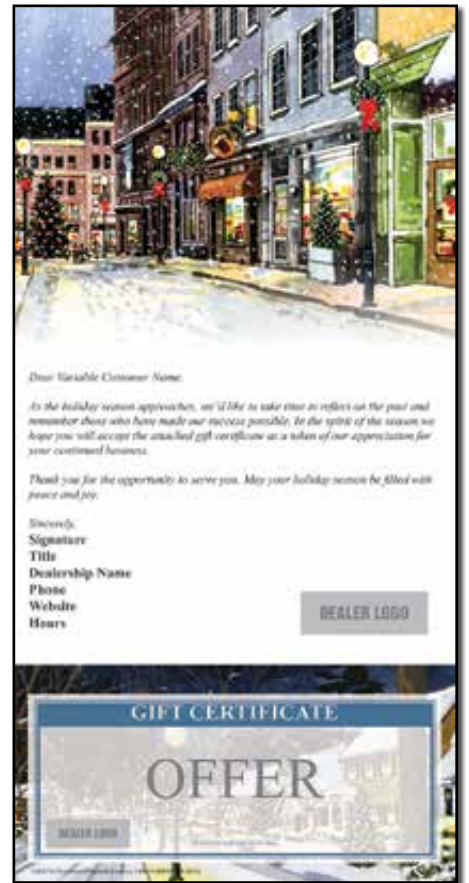
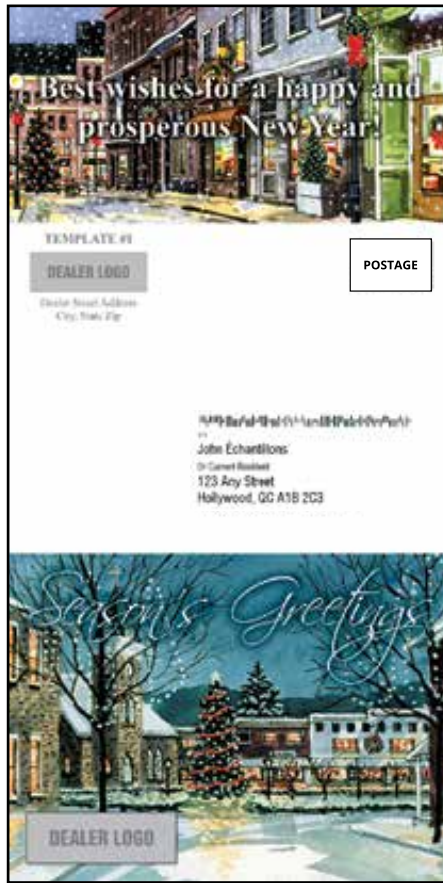
REALRESULTS

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

ROI: \$28:1

TARGET: INACTIVE CUSTOMERS

HOOK: \$10 OFF ANY SERVICE



TEMPLATE 61

HOLIDAY/ CHRISTMAS

8 x 14" SELF-MAILER



TEMPLATE 60

HOLIDAY/CHRISTMAS

8 x 14" SELF-MAILER



Bonus! Design includes 6 fun gift tags that will take anyone's gift-giving game to the next level. (Well, anyone with scissors.)

TEMPLATE 50

HOLIDAY/CHRISTMAS

8 x 14" SELF-MAILER

REALRESULTS

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

ROI: \$116:1

TARGET: LAPSED & INACTIVE CUSTOMERS

HOOK: \$20 GIFT CERTIFICATE FOR ANY SERVICE



NEW!

Our Holiday Gift for you!
\$21 off
any service

2021
HAPPY NEW YEAR

Audi Anytown
400 Reynolds Hwy, Hollywood, FL 31537
Tel: 800-888-7870

Resolve to Save in 2021! Open for your special offer!

2021
HAPPY NEW YEAR

Dear John,

As we approach the end of this very challenging year, we wanted to take a moment to let you know how much we appreciate your business, and to extend our wishes to you and your family for a holiday season filled with happy memories.

We've included these special savings to show our appreciation for your continued business.

Sincerely,
Signature

Name:
Title:
 dealership:
Phone & Website:
Hours:

P.S. Please note that your special savings expire on 01/01/21.

We Offer You:

- Cafe
- Free shuttle service
- Loaner vehicles
- Customer Wi-Fi
- Kids' playground
- Comfortable waiting lounge
- Free Car Wash with Service
- Price match guarantee

We're also less than 1 mile from AnyTown Center Shopping!

Audi Anytown

OFF ANY SERVICE
\$20

Our Holiday Gift for the Samples Family

ARDUNE
400 Reynolds Hwy, Hollywood, FL 31537
Tel: 800-888-7870

John,

OPEN FOR YOUR SPECIAL OFFER!

Happy Holidays from everyone at "Dealership Name". May your holidays provide many great memories, and may your new year be one of the best yet.

We've included special savings below to show our appreciation for your continued business.

Sincerely,
Signature

Name:
Title:
 dealership:
Phone & Website:
Hours:

P.S. Please note that your special savings expire on 01/01/21.

We're also less than 1 mile from Dayton Town Center Shopping!

ARDUNE

- Cafe
- Free shuttle service
- Loaner vehicles
- Customer Wi-Fi
- Kids' playground
- Comfortable waiting lounge
- Free Car Wash with Service
- Price match guarantee

TEMPLATE NY7

NEW YEARS

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

Our Holiday Gift for the Samples Family

\$20 off any service



Baker Volkswagen

490 Reynolds Way (London, OH 43130, US)
Tel: 603-663-3390 / www.BakerVolkswagen.us

Service Period: Monday 12:00 to 5:00, Sun 11:00 to 3:00

POSTAGE

Resolve to Save in 2021. Open for your special offer!

Here's to **2021**

Template NY7

XXXXXXXXXXXXXXXXXXXX

John Echarikians
123 Any Street
Hollywood, CA 916 203

2021

Happy New Year

Happy New Year



Baker Volkswagen

Dear John,

Happy Holidays from everyone at <Dealership Name>. May your holidays provide many great memories, and may your new year be one of the best yet.

We've included three **special savings** to show our appreciation for your continued business.

Sincerely,

Signature



Name: _____
Title: _____
Dealership: _____
Phone & Website: _____
Hours: _____

P.S. Please note that your special savings expire on <date>.

Take advantage of these great benefits while you visit our service center:

- Cafe
- Free shuttle service
- Loaner vehicles
- Customer WiFi
- Kids' playground
- Comfortable waiting lounge
- Free Car Wash with Service
- Price match guarantee

We're also less than 1 mile from Baker Town Center Shopping!



TEMPLATE NY6

NEW YEARS

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

REALRESULTS

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

ROI: \$48:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)

Mercedes-Benz of Astoria

Great service, great value & so much more!

- Factory Trained Technicians
- Shuttle Service
- Loaner-Car Available
- Free fluids & Oilchange
- Comfortable Lounge
- Free Multi-Point Inspection
- Kids
- Online Service Scheduling

927-656-3390 | www.MSAAstoria.com
www.Mercedes-BenzUSA.com | 1-800-368-6378

Mercedes-Benz of Astoria
307 Reynolds Way
Dayton, OH 45434
www.MSAAstoria.com

POSTAGE

TEMPLATE NY6

XXXXXXXXXXXXXXXXXXXX

John Samples
123 Any Street
Hollywood, CA 91621

HAPPY NEW YEAR

2021 START



Mercedes-Benz of Astoria

2021 HAPPY New year

DEAR JOHN,

Happy New Year! We hope 2021 is an excellent year for you and yours. To help get it started right, please see the special savings below.

Sincerely,

Dealer Signature



Name: _____
Title: _____
Dealership Name: _____
Phone: _____
Website: _____
Hours: _____

P.S. Your savings expire on <date>.

John, Punch Out This Card and Save!

OFFER



Happy New Year! This offer expires on <date>.

Wallet Card

TEMPLATE NY4

NEW YEARS

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

REALRESULTS

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

ROI: \$31:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$20 OFF)

TAKE ADVANTAGE OF THESE GREAT BENEFITS!

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

GAFFNEY TOYOTA
 Dealer Street Address | City, State, Zip
 Phone | Website
 Service Hours

GAFFNEY TOYOTA
 Dealer Street Address | City, State, Zip
 Phone | Website

POSTAGE

John,
 Start 2021 off right with the special offer inside!

HAPPY New Year

GAFFNEY TOYOTA

2021

Dear John,

Happy Holidays from everyone at <Dealership Name>. May your holidays provide many great memories, and may your new year be one of the best yet.

We've included **special savings** below to show our appreciation for your continued business.

Sincerely,
Signature

Name
 Title
 Dealership
 Phone
 Website
 Hours

P.S. Please note that your special savings expire on <date>.

Happy Holidays From <Dealership Name>

OFFER

GAFFNEY TOYOTA

TEMPLATE NY3

NEW YEARS

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

REALRESULTS

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

ROI: \$23:1

TARGET: INACTIVE CUSTOMERS & CONQUEST

HOOK: \$5 OFF EVERY OIL CHANGE IN 2018

The Ultimate Driving Machine

All of our valued service customers can expect:

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

143 Reynolds Way
 Soquel, CA 95764
 831-436-1000
 www.BMWofsoquel.com
 Service Hours

BMW Anytown Authorized Dealer
 143 Reynolds Way
 Soquel, CA 95764
 www.BMWofsoquel.com

POSTAGE

John,
 resolve to save in 2021 - see inside for details!

Template NY3
 John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 94321

2021
 Happy New Year!

The Ultimate Driving Machine

Dear John,

Happy Holidays from everyone at <Dealership Name>. May your holidays provide many great memories, and may your new year be one of the best yet.

We've included **special savings** below to show our appreciation for your continued business.

Sincerely,
Signature

Name
 Title
 Dealership
 Phone
 Website
 Hours

P.S. Please note that your special savings expire on <date>.

Our Holiday Gift for the Samples Family

2021 Offer

The Ultimate Driving Machine

TEMPLATE NY2

NEW YEARS

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

REALRESULTS

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

ROI: \$54:1

TARGET: INACTIVE CUSTOMERS

HOOK: \$25 OFF ANY SERVICE

Ring In The New Year With These Amenities:

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

937.456.7890 • www.HaverfieldAcura.com

HAVERFIELD
ACURA

301 Reynolds Way
Dayton, OH 45434
www.HaverfieldAcura.com

POSTAGE

Template NY2

John Samples
Dealership
123 Any Street
Hollywood, CA 54321

BIG 2019
Savings Enclosed
for John!

HAPPY NEW YEAR

HAVERFIELD
ACURA

Dear John,

Happy New Year! We hope 2019 is an excellent year for you. To help get it started right, please see the **special savings** below.

We look forward to seeing you soon!

Sincerely,

Signature
Name
Title
Dealership
Phone
Website
Hours

P.S. Please note that your special savings will expire on <date>.

OFFER

HAVERFIELD
ACURA

TEMPLATE NY1

NEW YEARS

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

REALRESULTS

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

ROI: \$38:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: 10% OFF ANY SERVICE

GAFFNEY
KIA

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

- Amenity 1
- Amenity 2
- Amenity 3
- Amenity 4

Tel. (937) 456-7890 • www.GaffneyKia.co

GAFFNEY
KIA

457 Reynolds Way
London, OH 45111
www.GaffneyKia.co

POSTAGE

Resolve To Save In 2021! Open to <date>

Template NY1

John Estabrooks
Dealership
123 Any Street
Hollywood, OH A1B 2C3

2021
Happy New Year

John, Ring In The New Year With <Dealer Name>!

2021

Resolve To Save Big At **GAFFNEY**
KIA

Dear John,

Happy New Year! We hope 2021 is an excellent year for you and yours. To help get it started right, please see the **special savings** below.

Sincerely,

Dealer Signature
Name
Title
Dealership Name
Phone
Website
Hours

P.S. Please note that your special savings expire on <date>.

John, here is our special offer for you!

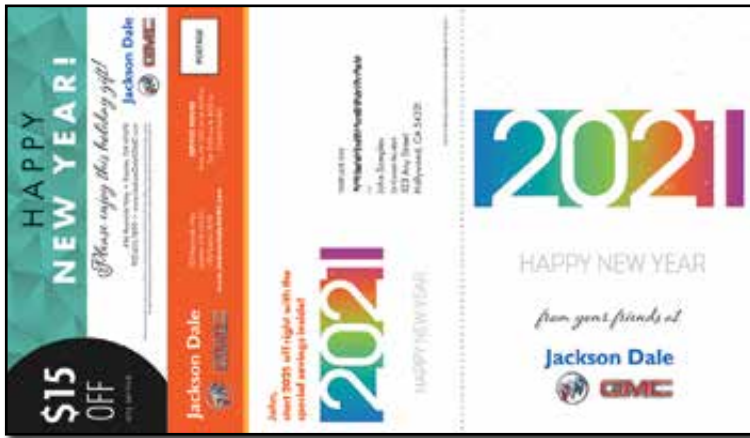
OFFER

GAFFNEY
KIA

TEMPLATE NY8

NEW YEARS

8 x 14" SELF-MAILER



TEMPLATE NY5

NEW YEARS

8 x 14" SELF-MAILER

REAL RESULTS

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

ROI: \$68:1

TARGET: INACTIVE CUSTOMERS

HOOK: BONUS BUCKS (\$5-\$50 OFF)



TEMPLATE NY14

NEW YEARS

6 x 11" POSTCARD

NEW!



Cheers to a Wonderful New Year!

Take **21% OFF** Any Service

FREE CAR WASH WITH SERVICE!

2021 HAPPY NEW YEAR

GAFFNEY KIA
456 Reynolds Way • Dayton, OH 45478 • Tel: (555) 456 7890 • www.GaffneyKia.com

GAFFNEY KIA
456 Reynolds Way • Dayton, OH 45478
Tel: (555) 456 7890 • www.GaffneyKia.com
Service Hours: Monday-Friday, 9:00 am to 6:00 pm
Saturday 9:00 am to 3:00 pm • Closed Sunday

15% OFF Nitrogen In Your Tires

\$29.95 Coolant Flush

1 MILE FROM TARGET

- Early, hourly, flex, call-in scheduling
- Combinable savings with most beverages
- Complementary Wi-Fi
- Fast service on test drives
- Free shuttle service 21 mile radius
- Peace of mind with certified technicians

1234567890
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

TEMPLATE NY11

NEW YEARS

6 x 11" POSTCARD

OIL CHANGE & TIRE ROTATION
STARTING AT **\$49.95**
Up to 5 quarts of oil
INCLUDES COMPLIMENTARY CAR WASH

JACKSON DALE BUICK GMC BONUS BUCKS
The more you spend, the more you save!

SPEND	SAVE
\$100.00 - \$199.99	\$20
\$200.00 - \$299.99	\$30
\$300.00 - \$399.99	\$40
\$400.00 - \$499.99	\$50
\$500.00 - \$599.99	\$60
\$600.00 - \$699.99	\$70
\$700.00 - \$799.99	\$80
\$800.00 - \$899.99	\$90
\$900.00 - \$999.99	\$100
\$1,000.00 & Over	\$100

WE WOULD BE SO HAPPY TO SEE YOU IN THE NEW YEAR!

SAVE ON SERVICE
15% OFF Any Service

RENTAL VEHICLE
FREE
With Purchase of \$300.00 or More
See service center for details.

WELCOME TO JACKSON DALE! Jackson Dale GMC

COME BE A PART OF THE JACKSON DALE BUICK GMC FAMILY!

Jackson Dale GMC
456 Reynolds Way • London, OH 43121
Tel: (555) 456 7890 • www.JacksonDaleGMC.ca
Service Hours: Mon - Fri 7 am to 7 pm | Sat 7 am to 3 pm

SAVE ON SERVICE
19% OFF Any Service

BE MATCH COMPETITOR COUPONS!
We price match our competitors for details.

1234567890
John Echantikons
Or Current Resident
123 Any Street
Hollywood, CA 18 203

VISIT US ONLINE AT: **WWW.JACKSONDALEBGMCA**

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



Adding a magnet to your postcard is a great way to get customer to retain your marketing! Include a calendar or sports schedule that customers will want to keep and reference frequently. For more info, check out page 3.

POSTCARDS

WITH POP-OUT WALLET CARDS

Want an offer that feels just like a gift card? Our laminated postcards feature pop-out wallet cards with a glossy finish.

Wallet cards can be personalized with the customer's name, to draw the customer's attention and to give the card a more exclusive feel.



Template TG11M: 5.5 x 8.5" Postcard



Template NY9M: 5.5 x 8.5" Postcard



THANK YOU!

On behalf of the Reynolds Document Services team across the US and Canada, we extend our sincere gratitude to the customers we are privileged to work with every day.

Best wishes to you and yours for a wonderful holiday season and a fantastic 2021!





Document Services