

Easy. Engaging. Effective.



**GAFFNEY TOYOTA**  
4117 Research Blvd, Phoenix, AZ 85018  
937.456.7890 | www.GaffneyToyota.com  
Service Hours: Monday - Friday 9am-6pm, Saturday 9am-5pm, Sunday 10am-5pm

2021 MIDWEST TOYOTA REGION BEST DEALERSHIP

CO-SHOP/IMPORT CAR DEALER

www.GaffneyToyota.com



**SIMPLE SAVINGS THAT WON'T TAX YOUR BRAIN!**

**FLAT-RATE SPECIAL 15% OFF ANY SERVICE!**

JOHN

Don't let your dog wear you down! Trust Ferman Toyota for all your service needs this season. This take advantage of these exclusive offers to save even more!

**FERMAN**

937.456.7890



John,  
*Don't HUNT for Savings!*

Save with these offers at Gaffney Hyundai today!

**Gaffney Hyundai**

**\$19.95** Oil Change (incl. tax)

**20% OFF** Recommended Repair



**ADAMS FORD**

Spring Service Savings for your Ford



**APRIL SHOWERS BRING...**

**Spring Savings!**

**\$15 off ANY OIL CHANGE**

**Cloverdale NISSAN**

428 Reynolds Way • Dayton, TX 45478  
(937) 856-7890 • www.CloverdaleNissan.com



**SPRING Savings**

# 2021 SEASONAL MAILER TEMPLATES

**March, April**

Spring, St. Patrick's Day, Basketball, Tax Time, Easter

---

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## POPULAR SEASONAL

---

# OFFERS

- Wiper Blades Discounts
- Air Conditioning Service
- Air Filter Replacement (Pollen Special)
- Alignment / Pothole Specials
- Coolant System Flush
- Brake Specials

**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

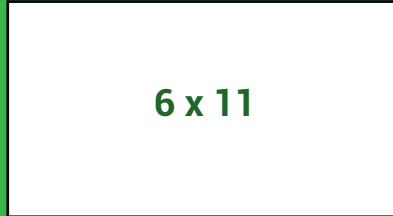
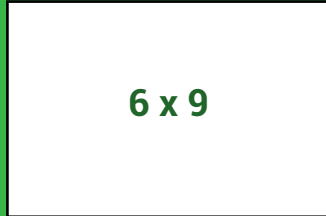
1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Custom coupons
8. Maps - especially important on conquest pieces!
9. QR codes



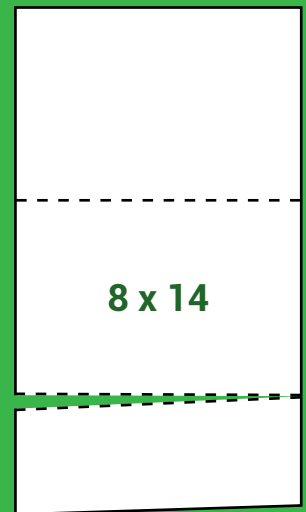
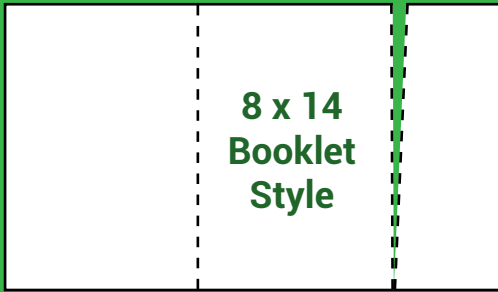
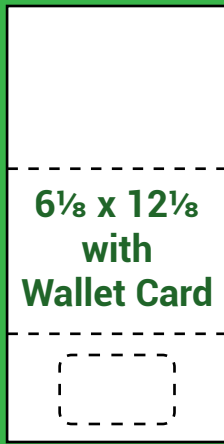
These options can be added to  
ANY template!

# SIZES

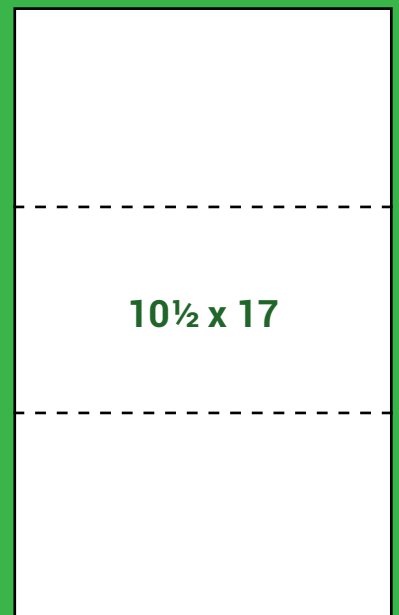
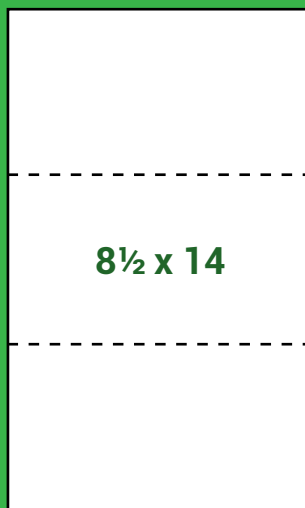
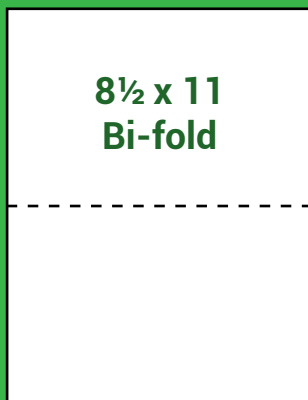
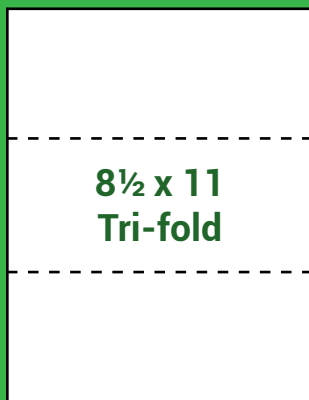
## POSTCARDS



## SELF-MAILER, with Perforated Certificate or Wallet Card



## SELF-MAILER

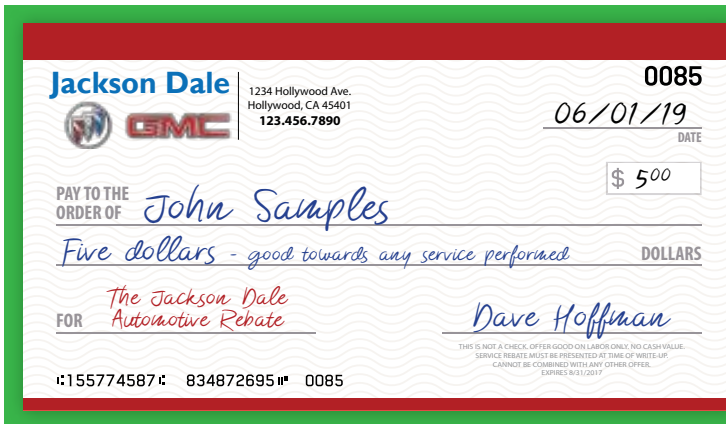




# VARIABLE OFFERS

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" and is signed by Dave Hoffman. The MICR line at the bottom is ⑆155774587⑆ 834872695⑆ 0085. A disclaimer at the bottom states: "THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 9/31/2017."

**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" and is signed by Dave Hoffman. The MICR line at the bottom is ⑆155774587⑆ 834872695⑆ 0085. A disclaimer at the bottom states: "THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 9/31/2017."

**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" and is signed by Dave Hoffman. The MICR line at the bottom is ⑆155774587⑆ 834872695⑆ 0085. A disclaimer at the bottom states: "THIS IS NOT A CHECK. OFFER GOOD ON LABOR ONLY. NO CASH VALUE. SERVICE REBATE MUST BE PRESENTED AT TIME OF WRITE-UP. CANNOT BE COMBINED WITH ANY OTHER OFFER. EXPIRES 9/31/2017."

**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.

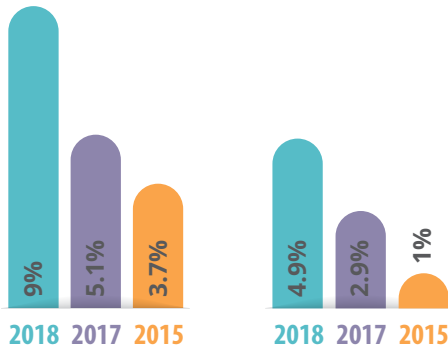
SEASON/EVENT	SUGGESTED MAIL DATES	SCHEDULING NOTES
Spring	Late February through early April	Mailers should arrive 2 weeks prior to the holiday or event, to optimize the length of time the mailer is relevant.
St. Patrick's Day (March 17)	February 13 – March 3	
March Basketball Madness (March 16-April 5)	February 13 – March 3	
Easter (April 4)	March 1 – March 19	
Tax Time (April 15)	March 1 - April 2	

**READY TO GET STARTED?**  
**Contact your Reynolds Document Consultant,**  
**or email [RDS@reyrey.com](mailto:RDS@reyrey.com).**

# STATISTICS

## 2018 RESPONSE RATES

- 9% response rate to house lists (2017 response rate was 5.1%)
- 4.9% response rate to prospect lists (2017 response rate was 2.9%)



**HOUSE LISTS**      **PROSPECT LISTS**

What about all that digital marketing? No digital channel comes close to generating the response rates of direct mail.



**ONLINE MARKETING**

## THE POWER OF DIRECT MAIL



**73%** of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.



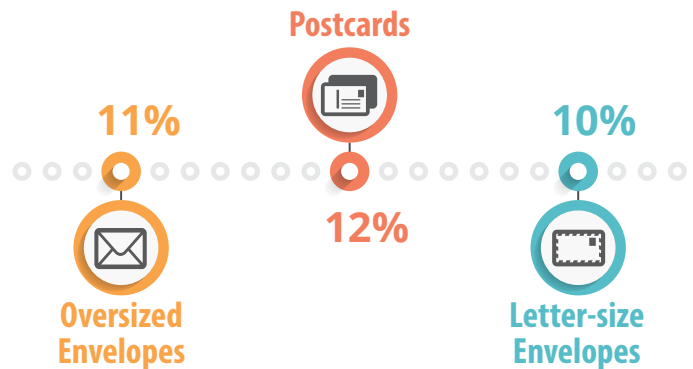
Advertising mail is kept in a household for **17 days** on average.



Direct mail recipients purchased **28%** more items and spent **28%** more money than people who didn't get the direct mail piece.

\*Source for all 3 statistics: September 2019 "Mail Spoken Here" newsletter from the US Postal Service.

## 2018 RESPONSE RATES BY FORMAT



## THE HUMAN CONNECTION



**60%**



**57%**

- 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.



**135%**

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



# IDEAS

## SPRING

- Spring Into Savings
- Savings to Put a Spring In Your Step
- Rainy Day Savings
- Spring is in the Air
- Celebrate Spring
- Spring On In and Enjoy
- Spring Has Sprung
- Blossoming Rewards
- Spring Tune-Up Savings
- March Into Spring
- Swing Into Spring
- Spring Fever Specials
- Spring Showers Won't Stop These Deals
- CLEAN Up with These Savings
- Bright Savings
- Spring Fling Deals
- Spring Forward Sale
- Daylight Savings Savings
- You'd Be a FOOL to Miss Out
- Save Some Green on Earth Day

## ST. PATRICK'S DAY

- Luck o' the Irish
- Save Some Green
- Lucky You!
- Lucky Savings
- It's Your Lucky Day
- You're In Luck
- No Pinching, Just Savings
- Feeling Lucky?
- Tip Your Hat & Save Big
- Your Lucky Charm
- Pot of Gold Savings
- Shamrock Savings

## MARCH BASKETBALL MADNESS

- Basketball Madness
- Aim High This March
- Big Ballin'
- Hustle In
- Elevate Your Game
- In It To Win It
- Let the Madness Begin
- Win Big
- Catch the Madness
- Catch the Fever
- Hit the Court
- Slam Dunk Savings
- Score Big
- MVP Savings
- Catch the Savings
- March Savings Madness
- March Into the Madness
- Shoot. Score. Save
- Take Your Shot and Save
- Court-side Savings
- Home Court Advantages

## TAX TIME

- Tax Relief and Spring Delights
- Get Your Refund
- Save More This Tax Season
- Keep More of Your Money
- Get More in Return
- Instant Tax Savings
- Get the Most from Your Refund
- Big Refunds

## EASTER

- Hop On In to Save
- Hop To It
- Hopping Into Savings
- Egg Hunt Savings
- All-Ears Special
- Deals for Every Bunny
- Fill Your Basket
- Egg-citing Savings

# OFFERS THAT DRIVE ACTION

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

**People generally lose concentration after eight seconds.\***

**Simple offers with minimal restrictions work best.**

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

**Offers must be easy to redeem.**

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

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

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



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

SPRING

# TEMPLATES

SPRING

6 x 9" POSTCARD

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

ST. PATRICK'S  
DAY

6 x 11" POSTCARD

8 x 14" SELF-MAILER

BASKETBALL

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

TAX TIME

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

EASTER

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



SPRING

6 x 11" POSTCARD

NEW!

NEW!



Front



Back

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



**John,**

It's time for your vehicle's spring cleaning!  
Use these exclusive offers to get your Buick ready for spring.

**SPECIAL OFFER**

# Spring

**CLEANING**

# SALE

**Jackson Dale**  
 4567 Reynolds Way  
 Dayton, OH 45578  
 937.456.7890  
[www.JacksonDaleBuickGMC.com](http://www.JacksonDaleBuickGMC.com)

**Extra Cleanliness Procedures:**

- All employees must pass a health check prior to starting work.
- Common areas are sanitized multiple times a day.
- All vehicle touch points are disinfected after service.

OIL CHANGE

20% off

Any oil change

Valid only at Jackson Dale Buick GMC. Please present coupon to driver at time of service. Tax and other fees may apply. Not valid where service is not performed. Coupon may only be used once. Your vehicle must be serviced at the location of service. Expires 3/31/21.

Front

**Jackson Dale**

For a no-contact service appointment  
Call 937.456.7890 or book online at  
[www.JacksonDaleBuickGMC.com](http://www.JacksonDaleBuickGMC.com)

SERVICE OFFER

15% off

Any service or repair

Valid only at Jackson Dale Buick GMC. Please present coupon to driver at time of service. Tax and other fees may apply. Not valid for previous service performed. Coupon may only be used once. Your vehicle must be serviced at the location of service. Expires 3/31/21.

FULL DETAIL

159<sup>99</sup>  
Reg \$200

Steam clean engine, Interior Shampoo, Exterior Wash, Power Wash and Wax, Tires and Joints

Valid only at Jackson Dale Buick GMC. Please present coupon to driver at time of service. Tax and other fees may apply. Not valid for previous service performed. Coupon may only be used once. Your vehicle must be serviced at the location of service. Expires 3/31/21.

POSTAGE

4567 Reynolds Way  
Dayton, OH 45578  
937.456.7890  
[www.JacksonDaleBuickGMC.com](http://www.JacksonDaleBuickGMC.com)

**Service Hours: Monday–Friday 8:00 AM to 6:00 PM**  
Saturday 9:00 AM to 4:00 PM | Sunday 10:00 AM to 3:00 PM

**The great service you love is now more convenient than ever:**

- Express service of changes – no appointment required!
- Extended weekend and evening hours
- Shuttle service available every day
- Complimentary loaner vehicles available for major repairs\*  
\*Not Service Advisor for vehicle. Appointment required for owner vehicles.

**Less than 1 mile from Target on Reynolds way!**

TEMPLATE S47

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

© 2021 The Reynolds and Reynolds Company. LHM-20210000-210101010

Back



SPRING

6 x 9" POSTCARD

NEW!

NEW!

**Spring Into Savings!**

**Pot-Hole Special**

**\$179.95**

Tire Rotation, Balance, and Alignment

Visit us online at [www.GaffneyKia.com](http://www.GaffneyKia.com)

**937.456.7890**

Hours: Mon–Thu 7 AM–7 PM | Fri 7 AM–6 PM  
Sat 7 AM–5 PM | Sun 8 AM–2 PM

- Comfortable Lounges
- Shuttle Service
- Complimentary Snacks & Beverages
- Free Wi-Fi
- OEM Parts
- Factory Trained Technicians
- Satisfaction Guarantee

Front

**Spring is Here!**

**GAFFNEY KIA**

4657 Reynolds Way | Dayton, OH 45678  
[www.GaffneyKia.com](http://www.GaffneyKia.com)  
937.456.7890

Scan here to schedule service!

POSTAGE

TEMPLATE S46

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

Climate Control System Refresher  
**15% OFF**  
Reg. \$549.95

Mid-Week Afternoon Maintenance Special  
**\$64.95**

Cabin Air Filter  
**\$29.95 INSTALLED**

30k, 60k, 90k, 120k Service Special  
**FOR \$4.99**

Back

### REALRESULTS

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

**ROI: \$58:1**

**TARGET: ACTIVE AND INACTIVE**

**HOOK: 10% OFF OIL CHANGE; \$10 OFF CABIN AIR FILTER REPLACEMENT**



Front



Back

SPRING

6 x 11" MAGNET POSTCARD



Front



Back

**MORE BANG FOR YOUR DIRECT MAIL BUCKS!**

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



**John Samples,  
We're Your 2017 Infiniti QX60's Home For Service!**

**INFINITI OIL & FILTER CHANGE**

Genuine INFINITI Oil Filter & Up To  
7 Quarts of Motor Oil (per specification)

**\$11.00 OFF**

Valid only at Ferman Infiniti. 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 discount on certain services and services. Expires 3/31/20.

**PARTS & LABOR BONUS**

Exclusively for John Samples!

**11% OFF**

Any Additional Service Or Repair Of Your Choice!

Excludes tires. Certain restrictions apply. No cash value. Valid only at Ferman Infiniti. 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 discount on certain services and services. Expires 3/31/20.

**COMPLIMENTARY CHECK ENGINE TESTING WHILE YOU WAIT!**




Front

**FERMAN**  
INFINITI

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



INFINITI

POSTAGE

Check Out Our  
**Spring into Summer**  
Service Specials at Ferman Infiniti



**DISCOVER THE INFINITI SERVICE EXPERIENCE!**

**Ferman Infiniti Complimentary Services** (with any service or repair)

- Complimentary INFINITI Multi-Point Inspection
- Complimentary Battery Performance Test & Inspection
- Complimentary Car Wash
- Complimentary Lotion Car (based on availability)

**What Sets Ferman Infiniti apart from the others?**

- #1 in Customer Satisfaction
- INFINITI Factory Certified Technicians & Advisors
- INFINITI Parts & Fluids - Engineered Specifically for Your Vehicle
- INFINITI Diagnostics
- Comfortable Waiting Area with WiFi & Refreshments

TEMPLATE S38

14

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

**SERVICE HOURS: Monday-Friday 7 am to 6 pm  
Saturday 9 am to 3 pm | Sunday Closed**

©2019 The Reynolds and Reynolds Company. 1-800-344-0000. 1905071-001/19

Back

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

SPRING

6 x 11" POSTCARD



Front



Back



REALRESULTS

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

**ROI: \$38:1**

**TARGET: SERVICE DUE AND INACTIVE (6-36 MONTHS SINCE LAST SERVICE)**

**HOOK: BOGO OIL CHANGE; 10-20% OFF ANY SERVICE, BASED ON LAST SERVICE DATE**



Front



Back



SPRING

6 x 9" POSTCARD

Front

Back

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

6 x 9" POSTCARD

**REALRESULTS**

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

**ROI: \$46:1**

**TARGET: INACTIVE (12-36 MONTHS SINCE LAST SERVICE)**

**HOOK: 15% OFF REPAIRS OR SERVICE**



Front



Back



SPRING

6 x 11" POSTCARD

**REALRESULTS**

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

**ROI: \$214:1**

**TARGET: ALL ACTIVE AND INACTIVE CUSTOMERS, 40 MILE RADIUS**

**HOOK: \$10 OFF OIL CHANGE, MONDAY-THURSDAY; BONUS BUCKS**



Front



Back



Front



Back

SPRING

6 x 9" POSTCARD

Front

Back





Front



Back

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



SPRING

6 x 11" POSTCARD

**REALRESULTS**

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

**ROI: \$53:1**

**TARGET: INACTIVE CUSTOMERS (12-36 MONTHS SINCE LAST SERVICE)**

**HOOK: 15% OFF PARTS AND LABOR (UP TO \$150 OFF)**



Front



Back

REALRESULTS

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

**ROI: \$17:1**

**TARGET: CONQUEST AND INACTIVE (6-12 MONTHS SINCE LAST SERVICE)**

**HOOK: \$39.95 WORKS FUEL SAVER PACKAGE**



Front



Back

SPRING

6 x 9" POSTCARD

**REALRESULTS**

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

**ROI: \$35:1**

**TARGET: ACTIVE AND INACTIVE**

**HOOK: \$29.95 CONVENTIONAL | \$48.95 SYNTHETIC BLEND OIL CHANGE; 10% OFF ANY SERVICE**



Front



Back

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



**San Coronado Automall**  
Phone: (555) 223-9675

*Spring INTO Savings*

<p><b>Tire Maintenance Special</b> Regular Price \$130.00 <b>\$99.95</b> • Wheel Alignment • Rotate &amp; Balance Tires</p>	<p><b>A/C Tune Up &amp; Refresher Special</b> Regular Price \$205.00 <b>\$229.95</b> • Check &amp; Replace: W/ash Leaf • Inspect: Inlet &amp; Outlet to Evaporator • Re-charge Performance, A/C Gas • Treatant to Remove Mold and • Odors. *Not Garage environment. (Info)</p>	<p><b>Spring Into Savings Special</b> <b>\$109.95</b> • Oil Change, Tire Rotation, • Balance, Wash Windshield • Waxing And Set Of <b>COMPLIMENTARY WIPERS!</b></p>	<p><b>Nitrogen Fill Protection Package</b> <b>\$69.95</b> • Includes Road Hazards &amp; Tire Replacement Coverage, • Emergency Towing, Recharging Roadside, Stranding • Fuel Delivery Service &amp; Jump Start Service &amp; New • Lockout Service 24 Hours A Day 7 Days A Week!</p>
---	--	--	--

Front

*Spring INTO Savings* POSTAGE

Phone: (555) 223-9675 • Schedule service online: [www.san coronadoautomall.com](http://www.san coronadoautomall.com)

**San Coronado Automall**  
3017 George Road  
San Coronado, NM 54806  
555-223-9675  
[www.san coronadoautomall.com](http://www.san coronadoautomall.com)

Shuttle Service Available | We Service All makes & Models

John, Save BIG with the special Spring coupons on the back. Hurry, offers expire <date>.

Template S18

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

Service Hours: Monday-Friday 7:30am to 5:30pm • Saturday 8:00am to 3:00pm

Back

SPRING

6 x 11" POSTCARD

**REALRESULTS**

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

**ROI: \$10:1**

**TARGET: INACTIVE (10-24 MONTHS SINCE LAST SERVICE) AND CONQUEST**

**HOOK: \$39.95 OIL CHANGE; BONUS BUCKS UP TO \$150 OFF**



Front



Back



Front



Back



SPRING

6 x 9" POSTCARD

**REALRESULTS**

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

**ROI: \$55:1**

**TARGET: INACTIVE AND CONQUEST**

**HOOK: \$19.99 CONVENTIONAL OIL CHANGE; \$20 OFF ANY PURCHASE OVER \$50**



Front



Back

**2019 Mardi Gras PARADE SCHEDULE**

**MONDAY, FEB 11**  
**Woods Kings Eye Parade**  
 8:00am - 1pm

**TUESDAY, FEB 12**  
**12 John Trucks of Marietta**  
 8:00am - 9am

**WEDNESDAY, FEB 13**  
**Krewe of Kings**  
 10:00am - 11:00am  
 (Krewe of Kings on 2nd)

**THURSDAY, FEB 14**  
**Krewe of Proteus**  
 10:00am - 1pm  
 (Krewe of Proteus on 2nd)

**FRIDAY, FEB 15**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**SATURDAY, FEB 16**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**SUNDAY, FEB 17**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**MONDAY, FEB 18**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**TUESDAY, FEB 19**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**WEDNESDAY, FEB 20**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**THURSDAY, FEB 21**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**FRIDAY, FEB 22**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**SATURDAY, FEB 23**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**SUNDAY, FEB 24**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**MONDAY, FEB 25**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**TUESDAY, FEB 26**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**WEDNESDAY, FEB 27**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**THURSDAY, FEB 28**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**FRIDAY, FEB 29**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**SATURDAY, FEB 29**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**SUNDAY, FEB 29**  
**Krewe of Knights**  
 10:00am - 1pm  
 (Krewe of Knights on 2nd)

**GOLDEN HYUNDAI**  
 455 Reynolds Way  
 Dayton, OH 45478  
 937-456-7890

**SCHEDULE TODAY at [www.GoldenHyundai.com](http://www.GoldenHyundai.com)**

Front

**OIL CHANGE SPECIAL**  
**\$13.32**  
 FOR OIL CHANGE WHEN YOU BUY A PAIR OF 2 FREE TIRES

**CARNIVAL BONUS BUCKS**

SPEND THIS	SAVE THIS
\$100.00 - \$119.99	\$10 OFF
\$200.00 - \$219.99	\$20 OFF
\$300.00 - \$319.99	\$30 OFF
\$400.00 - \$419.99	\$40 OFF
\$500.00 OR MORE	\$50 OFF

**TIRE REBATE**  
**\$50 REBATE**  
 When you buy 4 tires on qualified tires.

**John, PARADE OVER TO GOLDEN HYUNDAI TODAY!**

**WANT TO SEE A SAMPLE?**  
 Contact your Reynolds Document Consultant, or email [RDS@reyrey.com](mailto:RDS@reyrey.com).

**GOLDEN HYUNDAI**  
 455 Reynolds Way • Dayton, OH 45478  
[www.GoldenHyundai.com](http://www.GoldenHyundai.com)  
**937-456-7890**

Service Hours:  
 Monday-Friday: 9am to 6pm  
 Saturday: 9am to 4pm

Conveniently located across the street from Target on Reynolds Way!

POSTAGE

Back



SPRING

8 x 14" SELF-MAILER

NEW!

NEW!



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



Front



Back



SPRING

10½ x 17" SELF-MAILER

NEW!



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

SPRING

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside



Back



REALRESULTS

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

**ROI: \$33:1**

**TARGET: SERVICE DUE AND INACTIVE CUSTOMERS (4-18 MONTHS SINCE LAST SERVICE)**

**HOOK: \$19.95 REGULAR / \$39.99 SYNTHETIC OIL CHANGE, PLUS \$9.95 TIRE ROTATION**



Outside



Inside

FOLDED



Front



Back

SPRING

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside





Outside



Inside

FOLDED



Front



Back



SPRING

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



Front



Back



SPRING

8 x 14" SELF-MAILER

**REALRESULTS**

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

**ROI: \$50:1**

**TARGET: SERVICE DUE AND INACTIVE CUSTOMERS (6-18 MONTHS SINCE LAST SERVICE)**

**HOOK: BONUS BUCKS, \$10 - \$150 OFF ANY SERVICE**



Outside

FOLDED



Front



Inside



Back





Outside



Inside

FOLDED



Front



Back

## SPRING

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: ACTIVE AND INACTIVE CUSTOMERS, UP TO 24 MONTHS SINCE LAST SERVICE**

**HOOK: \$45.95 OIL CHANGE & TIRE ROTATION OR \$30.00 OFF ANY OTHER SERVICE (EXCLUDING TIRES)**

### FOLDED



Front



Back



Outside



Inside



Front



Back



ST. PATRICK'S DAY

6 x 11" POSTCARD

REALRESULTS

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

**ROI: \$4:1**

**TARGET: CONQUEST ONLY CUSTOMERS (EXCLUDE EXISTING CUSTOMERS)**

**HOOK: \$16.96 OIL CHANGE**



Front



Back

**WANT TO SEE A SAMPLE?**  
 Contact your Reynolds Document Consultant, or email [RDS@reyrey.com](mailto:RDS@reyrey.com).

MITSUBISHI MOTORS **BART MITSUBISHI**  
www.bartmitsubishi.com

# St. Patrick's DAY SALE

**POTHOLE SPECIAL**

Includes:  
• Tire Rotation & Balance  
• Front End Alignment

~~\$149.99~~  
**\$109.95**

The save. These prices cannot be added or used in conjunction with any other offers. Only valid at Bart Mitsubishi. Expires 4/30/21.

**INSPECTION SPECIAL**

27 Point Inspection  
**FREE**

The save. These prices cannot be added or used in conjunction with any other offers. Only valid at Bart Mitsubishi. Expires 4/30/21.

**SAVE SOME GREEN!** Save up to \$50

Spend	\$50 <sup>MSRP</sup> - \$99 <sup>MSRP</sup>	\$100 <sup>MSRP</sup> - \$199 <sup>MSRP</sup>	\$200 <sup>MSRP</sup> - \$299 <sup>MSRP</sup>	\$300 <sup>MSRP</sup> - \$399 <sup>MSRP</sup>	\$400 <sup>MSRP</sup> - \$499 <sup>MSRP</sup>	\$500 <sup>MSRP</sup> & over
Save	\$5	\$10	\$20	\$30	\$40	\$50

The save. These prices cannot be added or used in conjunction with any other offers. Only valid at Bart Mitsubishi. Expires 4/30/21.

Scan this QR code with your smart phone to schedule your next service online.

www.bartmitsubishi.com

Front

MITSUBISHI MOTORS **BART MITSUBISHI**  
321 Main Street | Redtown, CA 12345  
www.bartmitsubishi.com

We're just minutes from the Mall!  
Free shuttle service available every day!

POSTAGE

- Amenity 1
- Amenity 2
- Amenity 3

(Your choice of vehicle)

**John,**  
Save some green with the special offers on the other side!

987-654-3210

Template SP1

John Échantillons  
Dr. Current Resident  
123 Any Street  
Hollywood, QC A1B 2C3

Service Hours:  
Monday-Friday 7:30am to 6:00pm | Saturday 7:30am to 2:00pm

Schedule Online At: [www.BarntMitsubishi.com](http://www.BarntMitsubishi.com)

Back



BASKETBALL

6 x 11" POSTCARD



Front



Back



**Haverfield Honda**  
456 Reynolds Way • Dayton, OH 45445  
Service: 800-555-4560 • Sales: 800-555-4562  
www.HaverfieldHonda.com

**TOURNAMENT BASKETBALL SCHEDULE**

**FIRST FOUR—DAYTON OH**  
MARCH 17-18

**FIRST SECOND ROUNDS**  
MARCH 19-22

ALBANY, NY	GREENSBORO, NC
SPOKANE, WA	OMAHA, NE
ST. LOUIS, MO	SACRAMENTO, CA
TAMPA, FL	CLEVELAND, OH

**REGIONAL**  
MARCH 26-29

MIDWEST	SOUTH
INDIANAPOLIS, IN	HOUSTON, TX
WEST	EAST
LOS ANGELES, CA	NEW YORK, NY

**FINAL FOUR**  
APRIL 4-6  
ATLANTA, GA

**JOIN OUR POOL FOR A CHANCE TO WIN**  
Fill in the name of the team who you think will win the NATIONAL CHAMPIONSHIP. If your team wins, you will be entered into a drawing for 3 FREE OIL CHANGES!

YOUR NAME: \_\_\_\_\_ NATIONAL EMBLEM: \_\_\_\_\_ YOUR EMAIL ADDRESS: \_\_\_\_\_

**Haverfield Honda**

Front

**Haverfield Honda**  
456 Reynolds Way • Dayton, OH 45445  
Service: 800-555-4560 • Sales: 800-555-4562  
www.HaverfieldHonda.com

**Service Hours**  
Monday-Friday 9:00 am to 4:00 pm  
Saturday 10:00 am to 3:00 pm

**POSTAGE**

**BONUS BUCKS**

SPEND	RECEIVE
\$1-20	\$.10
\$21-40	\$.20
\$41-60	\$.30
\$61-80	\$.40
\$81-100	\$.50
\$100+	\$.75

**Haverfield Honda**

**Easy, hassle-free online scheduling**  
**Comfortable lounge with free snacks and beverages**  
**Complimentary Wi-Fi**

**Fast service at fair prices**  
**Free shuttle service within a 20 mile radius**  
**Peace of mind with certified technicians**

**JOHN**  
**JOIN THE WINNING TEAM AT HAVERFIELD HONDA**

**TEMPLATE M14B**  
**Haverfield Honda**  
John Samples  
Or Current Resident  
123 Any Street  
Hollywood, CA 54321

Model and location cannot be changed. Offer expires on the anniversary date of the postcard for maximum clarity.  
© 2011 The Reynolds and Reynolds Company. All rights reserved.

Back

**MORE BANG FOR YOUR DIRECT MAIL BUCKS!**

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

BASKETBALL

6 x 9" POSTCARD

REALRESULTS

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

**ROI: \$26:1**

**TARGET: INACTIVE (13-19 MONTHS SINCE LAST SERVICE)**

**HOOK: \$39.95 OIL CHANGE; BONUS BUCKS UP TO \$50 OFF**

Front

SPEND	\$50 <sup>00</sup> -\$99 <sup>99</sup>	\$100 <sup>00</sup> -\$149 <sup>99</sup>	\$150 <sup>00</sup> -\$249 <sup>99</sup>	\$250 <sup>00</sup> & over
SAVE	\$10	\$15	\$25	\$50

**OIL CHANGE SPECIAL**  
**UNLIMITED \$29.95 OIL CHANGES!**  
 With coupon. Synthetic oil.

**BRAKE PADS, SHOES**  
**50% OFF**

POSTAGE

TEMPLATE M13  
 John Samples  
 Or Current Resident  
 123 Any Street  
 Hollywood, CA 54321

Back



Front



Back

**WANT TO SEE A SAMPLE?**  
 Contact your Reynolds Document Consultant, or email [RDS@reyrey.com](mailto:RDS@reyrey.com).



BASKETBALL

6 x 11" POSTCARD

CUSTOMER FAVORITE! ★

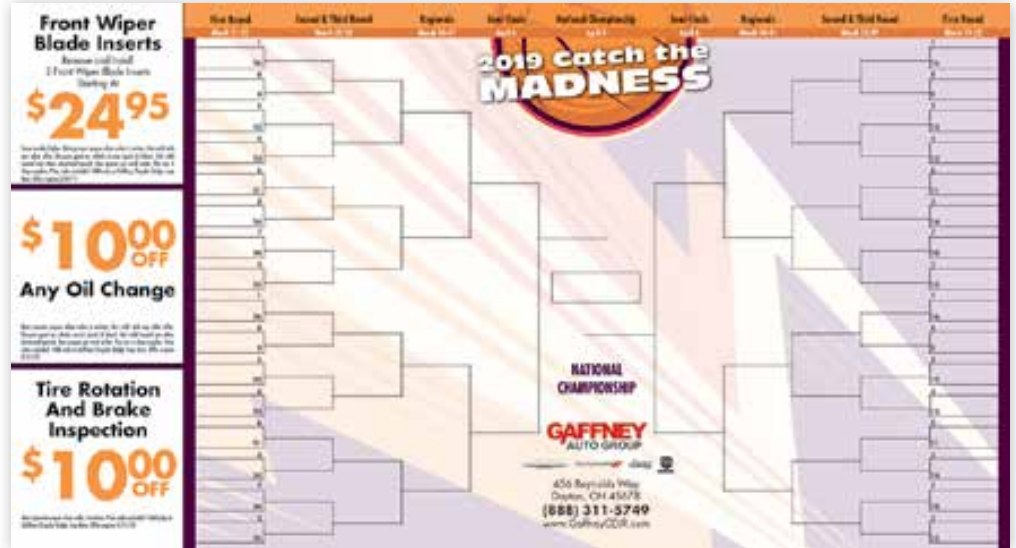
REALRESULTS

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

**ROI: \$25:1**

**TARGET: ACTIVE AND INACTIVE CUSTOMERS, UP TO 24 MONTHS SINCE LAST SERVICE**

**HOOK: \$10 OFF OIL CHANGE; UP TO \$250 OFF, BASED ON 15% OFF ANY SERVICE (EXCLUDING TIRES)**



Front



Back



**John Samples,  
Court-side savings, only at**

**Cloverdale  
NISSAN**

456 Reynolds Way | Dayton, OH 45430  
Service: 937.456.7890 | Parts: 937.456.7891

- > Shuttle Service Available
- > Free WiFi
- > Complimentary Multi-Point Inspection
- > Complimentary Car Wash



**CUSTOMER SAVINGS SPECIALS**  
Valid 3/1/2018 Through 4/30/2018

Scan Now To Schedule Service At  
[www.CloverdaleNissan.com](http://www.CloverdaleNissan.com)



Front

**Full Synthetic  
Oil Change**  
With Complimentary Multi-Point  
Technician Inspection!

**\$34<sup>95</sup>**

4 quarts, up to 3 quarts of oil. Valid only at Cloverdale Nissan. Please present coupon to dealer at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the number of similar vehicles and services. Expires 4/30/18.

**COMPLIMENTARY**  
Check Engine Light  
Diagnostic Check



Valid only at Cloverdale Nissan. Please present coupon to dealer at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the number of similar vehicles and services. Expires 4/30/18.

**WINNER:  
JOHN!**

**Service Or  
Repair Special**

**\$40 OFF**  
Any Service Or Repair Over \$150



Excludes tires, tax & 3% sales tax. Please present coupon to dealer at time of write-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Expires 4/30/18.

**FREE**  
Tire, Battery &  
Brake Inspection  
With Any Service

Valid only at Cloverdale Nissan. Please present coupon to dealer at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the number of similar vehicles and services. Expires 4/30/18.

POSTAGE



456 Reynolds Way  
Dayton, OH 45430

Service Hours:  
MON-FRI: 7 AM TO 7 PM  
SAT: 8 AM TO 4 PM

TEMPLATE M9



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

[www.CloverdaleNissan.com](http://www.CloverdaleNissan.com)

Back

BASKETBALL

6 x 11" POSTCARD



Front



Back

**WANT TO SEE A SAMPLE?**  
**Contact your Reynolds Document Consultant, or email [RDS@reyrey.com](mailto:RDS@reyrey.com).**



## REALRESULTS

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

**ROI: \$16:1**

**TARGET: ACTIVE AND INACTIVE CUSTOMERS, UP TO 24 MONTHS SINCE LAST SERVICE**

**HOOK: \$10 OFF OIL CHANGE, TIRE ROTATION, CAR WASH AND VACUUM**



Outside



Inside

## FOLDED



Front



Back

BASKETBALL

8 x 14" SELF-MAILER

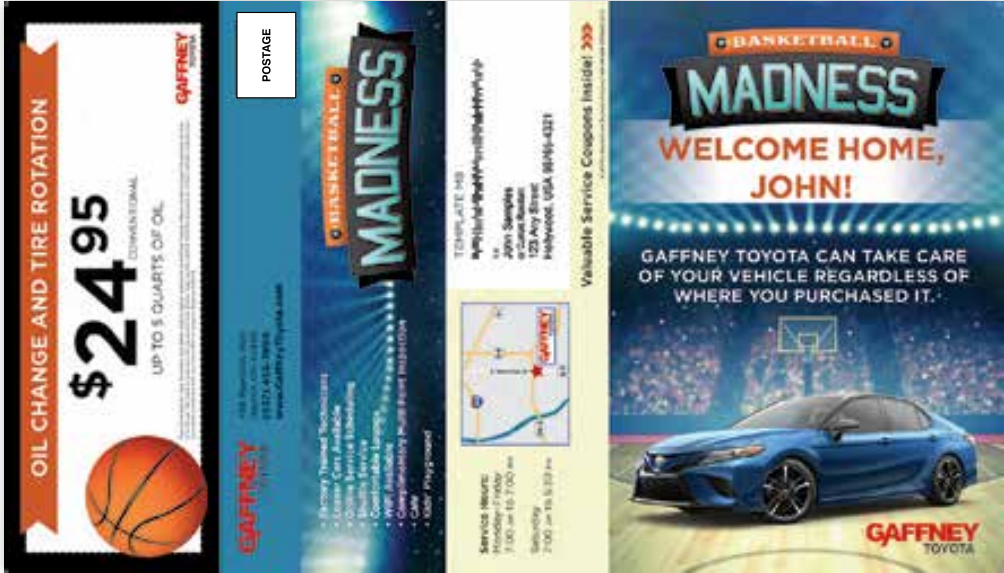
REAL RESULTS

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

ROI: \$7:1

TARGET: CONQUEST CUSTOMERS ONLY; 27 MILE RADIUS

HOOK: \$29.95 CONVENTIONAL/ \$39.95 SYNTHETIC OIL CHANGE



Outside

FOLDED



Front



Back



Inside



### REALRESULTS

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

 **ROI: \$62:1**

 **TARGET: INACTIVES (11-18 MONTHS SINCE LAST SERVICE) AND CONQUEST**

 **HOOK: \$9.95 OIL CHANGE**



Outside



Inside

### FOLDED



Front



Back



BASKETBALL

10½ x 17" SELF-MAILER

REALRESULTS

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

**ROI: \$40:1**

**TARGET: SERVICE DUE AND INACTIVE (6-18 MONTHS SINCE LAST SERVICE)**

**HOOK: \$10-\$50 OFF, DEPENDING ON RO TOTAL**



Outside

FOLDED



Front



Back



Inside



**SIMPLE SAVINGS  
THAT WON'T  
TAX YOUR BRAIN!**

**FLAT-RATE SPECIAL**  
**15% OFF ANY SERVICE!**

FLAT-RATE SPECIAL APPLICABLE TO MOST SERVICES. SEE US FOR THE LIST OF SERVICES. LIMIT ONE PER CUSTOMER.

**JOHN,**  
Don't let tax time wear you down! Trust Ferman Infiniti for all your service needs this season. Plus take advantage of these exclusive offers to save even more!

**937.456.7890**

Front

**514 Reynolds Way  
Dayton, OH 45424  
937.456.7890  
www.FermanInfiniti.com**

**SERVICE HOURS:**  
Mon-Fri 8 am to 5 pm  
Sat 10 am to 3 pm  
Sun 12 am to 1 pm

POSTAGE

• Shuttle service • Complimentary loaner vehicles • Starbucks coffee, juices, cappuccinos, hot cocoa  
• Cookies, fresh fruit and healthy snacks • Home theater and several cable selections • Children's playroom  
• WiFi • Hand car wash & vacuums • Business Center

**POTHOLE SPECIAL**  
Free Alignment Inspection  
**\$10<sup>00</sup> OFF**  
**4-WHEEL ALIGNMENT**

Please present coupon when you arrive to service. Not valid with any other offer. Price subject to change. Valid only at Ferman Infiniti. Offer Expires 4/30/21.

**POLLEN FILTER**  
**20% OFF**

Changing your A/C filter will help keep the air you and your family breathe inside of your car cleaner and pollen free! Right back against pollen season with a new cabin air filter.

Must present coupon when you arrive to service. Not valid in conjunction with any other offers. Price subject to change. Limit one coupon per customer. Offer Expires 4/30/21.

**FRONT OR REAR BRAKE SERVICE**  
**\$30<sup>00</sup> OFF**

Please present coupon when you arrive to service. Not valid with any other offers. Price subject to change. Valid only at Ferman Infiniti. Offer Expires 4/30/21.

EXAMPLE TAXES  
  
 1-1  
 John Samples  
 Dr Current Resident  
 123 Any Street  
 Hollywood, CA 54321

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Back

TAX TIME

6 x 9" POSTCARD



Front




Back



### REALRESULTS

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

 **ROI: \$52:1**

 **TARGET: ACTIVE AND INACTIVE TOYOTA OWNERS, MILEAGE BETWEEN 26,000 AND 36,000 MILES**

 **HOOK: \$25 OFF ANY SERVICE**



Front



Back

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

## TAX TIME

6 x 11" POSTCARD

## REAL RESULTS

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

**ROI: \$9:1**

**TARGET: INACTIVE CUSTOMERS, 9-36 MONTHS SINCE LAST SERVICE**

**HOOK: \$24.95 REGULAR / \$39.95 SYNTHETIC OIL CHANGE; BONUS BUCKS**

**Haverfield ACURA** 456 Reynolds Way, Dayton, OH 45430, 937.456.8790, www.HaverfieldAcura.com

**TAX TIME INCOME RETENTION SPECIALS**

Keep more money in your pocket when you save with our SERVICE SPECIALS!

**\$10.40 OIL CHANGE**

**\$50 OFF ALIGNMENT SPECIAL**

FREE car wash with every service  
FREE shuttle service  
FREE will lounge with complimentary snacks

Service Hours: M-F 9 am to 5 pm, Saturday 10 am to 4 pm

Schedule your next appointment online at [www.HaverfieldAcura.com](http://www.HaverfieldAcura.com)

Front

**Haverfield ACURA** 456 Reynolds Way, Dayton, OH 45430, 937.456.8790

**POSTAGE**

[www.HaverfieldAcura.com](http://www.HaverfieldAcura.com)

Like us on Facebook [facebook.com/HaverfieldAcura](https://www.facebook.com/HaverfieldAcura)

SPEND	SAVE
\$50.00	\$5.00 OFF
\$100.00	\$10.00 OFF
\$200.00	\$20.00 OFF
\$250.00	\$25.00 OFF

**INSTANT REFUND**

John, get some tax relief today by taking advantage of these special savings prepared for you!

**TEMPLATE TAX1**

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

Back

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



Outside



Inside

FOLDED



Front



Back



EASTER

6 x 11" POSTCARD

NEW!



John,  
*Don't*  
**HUNT**  
*for Savings!*

Save with these offers at  
Gaffney Hyundai today!

**Gaffney  
Hyundai**

**\$19.95**  
Oil Change  
Reg. 20.05

OR

**20% OFF**  
Recommended Repair

Front

**\$25 OFF**  
Break on Brakes!  
\$25 off brake pad purchase & installation

**\$10 OFF**  
Coolant Flush

**\$20 OFF**  
Transmission Flush

**Gaffney  
Hyundai** *Easter  
SAVINGS* POSTAGE

514 Reynolds Way  
Dayton, OH 45678  
937.456.7390  
www.GaffneyHyundai.com

**SERVICE HOURS**  
Mon-Fri 9 am to 6 pm  
Sat 9 am to 1 pm  
Sunday Closed

Studio Service Available

We Service All Makes & Models

Online Service Scheduling at Our Website

REPLACE BY  
**John Samples**  
Or Current Resident  
123 Any Street  
Hollywood, CA 45678

Back

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

**HAVERFIELD**  
Honda

937-456-7890  
www.HaverfieldHonda.com

**Hop On Over For  
BIG Easter Savings!**

From your friends at  
Haverfield Honda

Only Factory Trained Technicians | Only Honda Certified Parts

**Tire Balance and Rotation**  
**\$49.95**  
With Gasoline, Not Over \$20.00

Properly balanced & rotated tires can improve tire life, gas mileage, ride comfort and reduce wear. The Haverfield Honda team will balance, rotate and inflate all four tires.

**Oil and Filter Change With Multi-Point Inspection**  
**\$38.95**  
With Gasoline, Not Over \$20.00

Includes:  
• Inspecting engine oil and sparkplugs  
• Top to 5 wheel  
• Inspecting and adjusting fluid levels  
• Comprehensive multi-point inspection  
• Full Synthetic Oil

**Any Fluid Exchange**  
**\$10 OFF**

Includes:  
• Engine oil  
• Transmission fluid  
• Brake fluid  
• Power steering fluid  
• Coolant  
• Windshield washer fluid  
• Antifreeze

**Broke Special with Brake Resurfacing**  
**\$205**  
The Price, Not Yours.

Service Hours: Monday-Friday 7 am-6 pm | Saturday 8 am-5 pm

Front

**HAVERFIELD**  
Honda

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

John,  
Thank you for your business! Have a RDPPY Easter!

Conveniently located 1/2 Mile Past Applebee's on Reynolds Way

**Committed to 100% Customer Satisfaction**

Visit our service center for some EVEN BIGGER SERVICE SPECIALS this Spring!

POSTAGE

**Easter Savings!**

TEMPLATE E3  
HaverfieldHonda.com  
John Samples  
Dr. Current Resident  
123 Any Street  
Hollywood, CA 54321

Back



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**Document Services**

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