

Document Services

Easy. Engaging. Effective.



ADAMS Ford

24 Months Unlimited Miles
Wear Only On Parts (including Labor)

We Miss You!

You'll Meet Or Beat Any Competitor's Coupons. See your service advisor for details.



WELCOME Spring
SERVICE SPECIALS

LEXUS
100% OF PROFITS



ROSEMAN Mazda

John,
Your special March service savings are here!

Lucky you

Save up to \$100!



SLAM DUNK SAVINGS INSIDE



Tax Refund

Pay to the order of: JOHN SAMPLES

\$20 TOWARDS ANY SERVICE

**\$20*00

Dave Hoffman

Service Hours: Mon-Fri 7:00 am to 6:00 pm, Sat 7:30 am to 1:00 pm

1234 Hollywood Ave, Hollywood, CA 45401, 123.456.7890

Jackson Dale GMC



Gaffney Hyundai

Spring Is Here!

\$19.95 Oil Change

20% OFF Recommended Repair

2019 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

CATCH THE MADNESS

RODS
CHEVROLET

105 Reynolds Way • Dayton, OH 45478
937-456-7890 • www.RodsChevy.com

OIL CHANGE SPECIAL
\$13.32 PER OIL CHANGE
WHEN YOU BUY A
PACK OF 3 FOR \$39.96

Complimentary shuttle service & loaner cars available
Online service scheduling
Reconditioning services available
Free car wash with every service
Comfortable waiting lounge with Wi-Fi and refreshments

SCHEDULE TODAY FOR NO-WAIT SERVICE AT WWW.RODSCHEVY.COM

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

CATCH THE MADNESS

JOHN, CATCH THESE DEALS BEFORE THEY'RE GONE!

SPEND	SAVE
\$50 - \$99	\$10
\$100 - \$149	\$15
\$150 - \$249	\$25
\$250+ & OVER	\$50

50% OFF
BRAKE PADS & SHOES

\$35 OFF
A/C SERVICE
With \$136

RODS
CHEVROLET

105 Reynolds Way • Dayton, OH 45478
937-456-7890 • www.RodsChevy.com

Service Hours:
Mon-Fri 8 am to 5 pm
Sat 10 am to 2 pm
Sun 10 am to 1 pm

TERMS & CONDITIONS:
*Not valid with other offers.
John Samples
Current Resident
123 Any Street
Hollywood, CA 94321

CONVENIENTLY LOCATED ACROSS THE STREET FROM TARGET ON REYNOLDS WAY

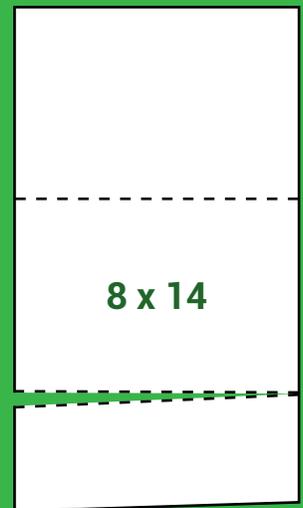
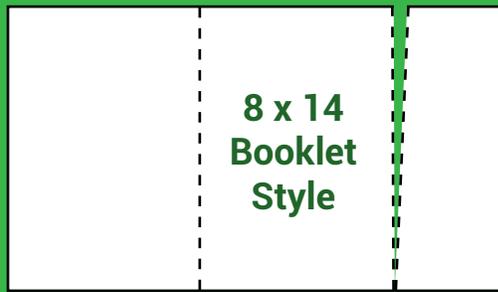
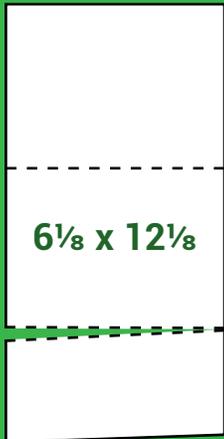
These options can be added to
ANY template!

SIZES

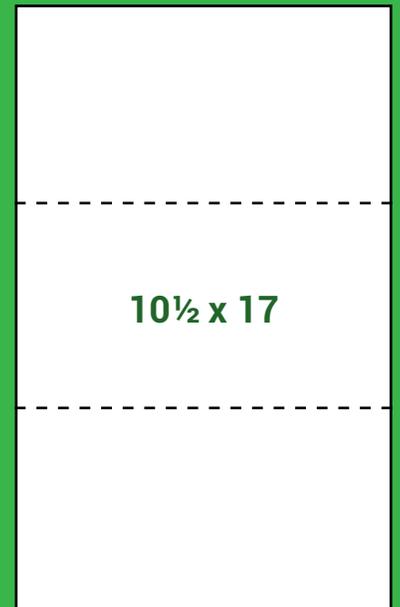
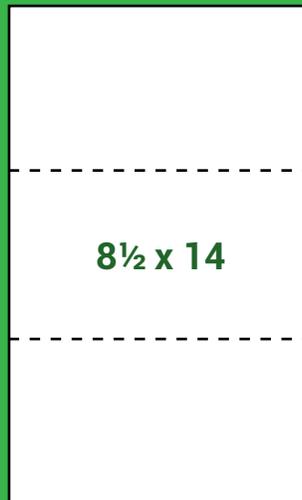
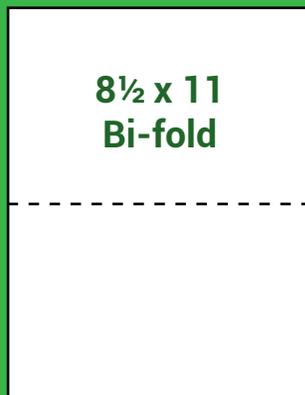
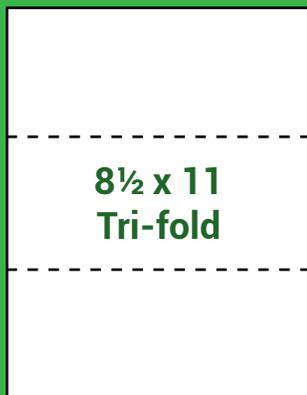
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



SELF-MAILER



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)	By March 1	
March Basketball Madness (March 19-April 8)	By March 1	
Tax Time (April 15)	By March 25	
Easter (April 21)	By April	

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

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 rebate check from Jackson Dale GMC. The check is dated 06/01/19 and is payable to John Samples for \$5.00. The offer is "Five dollars - good towards any service performed". The check is for "The Jackson Dale Automotive Rebate" and is signed by Dave Hoffman. The check number is 0085. The address is 1234 Hollywood Ave., Hollywood, CA 45401, phone 123.456.7890. The MICR line is @155774587@ 834872695 # 0085.

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



A rebate check from Jackson Dale GMC. The check is dated 06/01/18 and is payable to Joe Buyer for \$10.00. The offer is "Ten dollars - good towards any service performed". The check is for "The Jackson Dale Automotive Rebate" and is signed by Dave Hoffman. The check number is 0085. The address is 1234 Hollywood Ave., Hollywood, CA 45401, phone 123.456.7890. The MICR line is @155774587@ 834872695 # 0085.

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



A rebate check from Jackson Dale GMC. The check is dated 06/01/18 and is payable to Jane Smith for \$15.00. The offer is "Fifteen dollars - good towards any service performed". The check is for "The Jackson Dale Automotive Rebate" and is signed by Dave Hoffman. The check number is 0085. The address is 1234 Hollywood Ave., Hollywood, CA 45401, phone 123.456.7890. The MICR line is @155774587@ 834872695 # 0085.

Target 3
Longer-term inactive customers, with no service in the past 9-12 months, and customers who purchased a car in the last 6-12 months with no service visits, received **\$15.00** off.

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.

30
Oil Change Express

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

PRESTORIED STANDARD U.S. POSTAGE PAID CELINA, OH PERMIT NO. 230

50000 You are due for service at RHG Auto Group!

RHG Auto Group
6/30/17 2967
Joe Reynolds \$15.00
Fifteen Dollars - Good towards any service or repair DOLLARS
Service Rewards RHG Auto Group
002230 78A2503330 01482467

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

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

FREE Car Wash With Every Service

FREE Certified Multi-Point Inspection

Service Hours:
Monday-Friday 7am to 6pm • Saturday 8:30am to 5pm

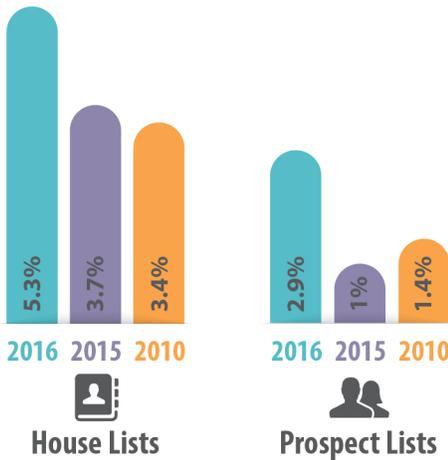
www.RHGAuto.com

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

STATISTICS

2016 RESPONSE RATES

- 5.3% response rate to house lists (2015 response rate was 3.7%; 2010 was 3.4%)
- 2.9% response rate to prospect lists (2015 response rate was 1.0%; 2010 was 1.4%)



But what about all that online marketing? Direct mail response rates blow digital channels out of the water, with no other channel cracking 1% in 2016.



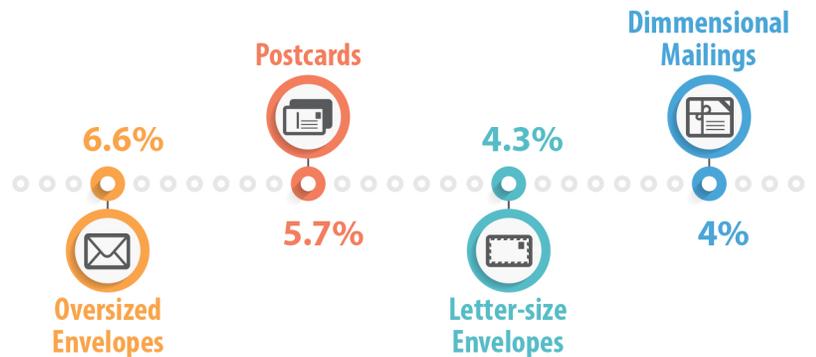
MILLENNIALS

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



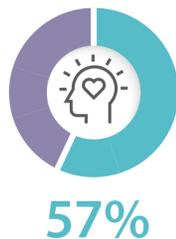
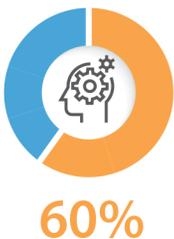
- Nearly 90% of all millennials use paper coupons they get in the mail.
- The response rate for direct mail among people aged 18-21 years old is 12.4%.

2016 RESPONSE RATES BY FORMAT



THE HUMAN CONNECTION

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



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



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

SPRING

TEMPLATES

THEMES

SPRING

ST. PATRICK'S
DAY

BASKETBALL

TAX TIME

EASTER

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

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

8 x 14" SELF-MAILER

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

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

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

REALRESULTS

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



JOHN,

Spring in for award-winning service today!

- FREE car wash with any service
- Same day service on most repairs
- Clean, comfortable lounge
- Expert Subaru technicians
- Schedule service online at TaylorSubaru.com

TAYLOR SUBARU
1234 Reynolds Way • Dayton, OH 45434
937-456-7890
www.TaylorSubaru.com

SERVICE HOURS:
Mon-Fri 8 AM to 5 PM
Sat 10 AM to 4 PM

**FREE SHUTTLE TO
THE NEAR-BY TAYLOR
SHOPPING CENTER!**

Front

SUBARU SYNTHETIC OIL CHANGE

\$39⁹⁵
Retail \$59.95

INCLUDES:

- Labor & fluids
- Install new oil filter
- Check & top off all fluids
- Add up to 5 quarts synthetic motor oil
- Check & adjust tire pressure
- Details extra

Please present coupon when order is written. Not valid with any other offer. Price sales excluded. Valid only at Taylor Subaru. Offer Expires 4/30/18.

TAYLOR SUBARU
1234 Reynolds Way • Dayton, OH 45434
937-456-7890
www.TaylorSubaru.com

PRESORTED
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

POTHOLE SPECIAL

Free Alignment Inspection

\$10 OFF

4-WHEEL ALIGNMENT

Please present coupon when order is written. Not valid with any other offer. Price sales excluded. Valid only at Taylor Subaru. Offer Expires 4/30/18.

FRONT OR REAR BRAKE SERVICE

\$30 OFF

- Inspect front & rear wheel casters, camber & toe-in on applicable vehicles
- Inspect all specifications to achieve proper thrust & toe/steer angles
- Inspect steering linkage & shocks
- Check tire pressure & tire mold

Please present coupon when order is written. Not valid with any other offer. Price sales excluded. Valid only at Taylor Subaru. Offer Expires 4/30/18.

TEMPLATE S35

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

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Back

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

SPRING

6 x 9" POSTCARD

NEW!

NEW!



Front



Back

SPRING

6 x 11" POSTCARD

NEW!

NEW!

SPRINGTIME SAVINGS
HAVERFIELD
 only at **Haverfield Honda**

Oil & Filter Change
 Synthetic Blend Oil Change
\$24.95

Honda Multi-Point Inspection
FREE

Battery Test
FREE

genuine Honda parts
we service all makes & models
make an appointment today at our website
free wifi
complimentary coffee

Schedule Service Online At www.HaverfieldHonda.com

Front

HAVERFIELD Honda
 456 Reynolds Way | Dayton OH 45478
 937-456-7890
www.HaverfieldHonda.com

Transmission Service
 Drain & Refill Transmission Fluid
\$99.95
 Was \$135.00

Spring Special
FREE
 Car Wash & Vacuum
 With Any Service

Coolant System Service
 Drain & Refill Your Engine's Cooling System
\$99.95
 Was \$135.00

REGISTERS
 STANDARD
 L.I.E. REGISTRY FEE
 COLPA, OH
 PERMIT NO. 254

TEMPLE S29
 Haverfield Honda
 John Samples
 Or Current Resident
 123 Any Street
 Hollywood, CA 54321

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

Back

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



FERMAN
INFINITI

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

**WE SERVICE ALL
MAKES & MODELS**

Call Us at **937-456-7890** or Visit Us on the Web at: www.FermanInfiniti.com

Spring
SAVINGS

See Reverse Side For Details

COMPLIMENTARY AMENITIES:

- Shuttle service
- Complimentary loaner vehicles
- Starbucks Coffee, lattes, cappuccino, hot cocoa
- Fresh baked Otis Spunkmeyer Cookies
- Fresh fruit and healthy snacks
- Home theater and several cable televisions
- Children's playroom
- Wi-Fi
- Hand car wash & vacuum
- Client Business Center
- Free manicures!

Front

FERMAN
INFINITI

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

**We Offer Nissan Factory
Parts & Factory Trained
Technicians!**

FREE MANICURES AVAILABLE!

PRESORTED
STANDARD
U.S. POSTAGE PAID
COLUMBIA, OH
PERMIT NO. 230

Service Hours: Monday-Friday 7 AM to 6 PM | Saturday 8 AM to 12 PM

OIL CHANGE

\$44⁹⁵

See back. *Special limited quantity. Excludes all Nissan & Infiniti models. May vary by location. See website for details. Only valid at Ferman Infiniti locations. Not valid on the 10/1/19 to 12/31/19 period.

FULL VEHICLE DETAIL

\$189⁹⁹

See back. *Special limited quantity. Excludes all Nissan & Infiniti models. May vary by location. See website for details. Only valid at Ferman Infiniti locations. Not valid on the 10/1/19 to 12/31/19 period.

Spring
SAVINGS

<DATE>

TEMPLATE S28

1st

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

JOHN,
Schedule your service today at www.FermanInfiniti.com

© 2019 The Reynolds and Reynolds Company. 1-800-394-7440 SP21287 (04/19)

Back

SPRING

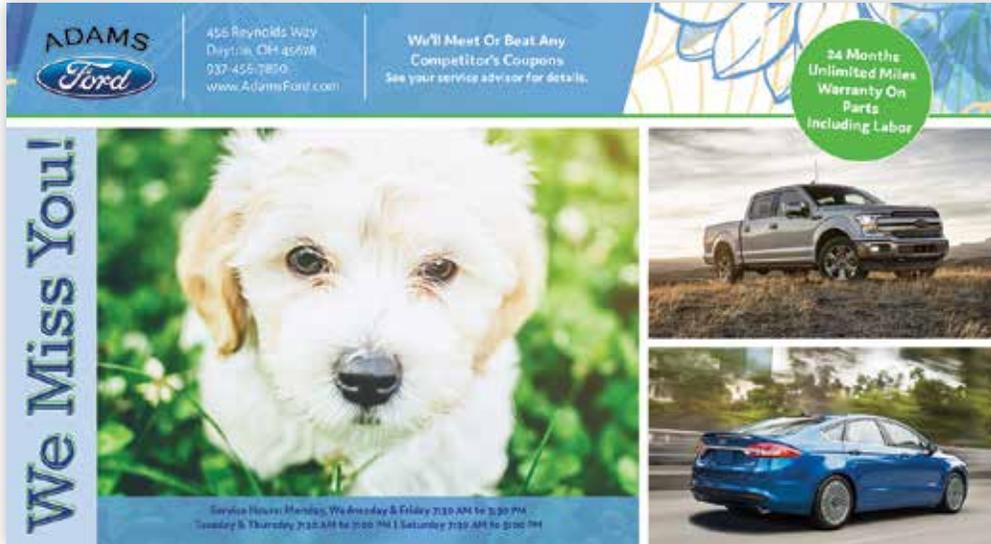
6 x 9" POSTCARD

NEW!

NEW!

Front

Back



Front



Back

SPRING

6 x 11" POSTCARD

<p>Fluid Exchange</p> <p>Annual service, includes 10 flushing services & discounts. Replaces your dirty fluid with clean fluid to help maximize a healthy vehicle.</p> <ul style="list-style-type: none"> • Filter (oil/fuel) • Transmission (power/steer) • Power Steering (PSF) • Coolant (flush) • Wiper/Wash (fluid) <p>10% OFF</p>	<p>Variable Discount</p> <p>The More You Spend, The More You Save!</p> <table border="1"> <thead> <tr> <th>Spent</th> <th>Saves</th> </tr> </thead> <tbody> <tr> <td>\$100-\$199</td> <td>\$10.00</td> </tr> <tr> <td>\$200-\$299</td> <td>\$20.00</td> </tr> <tr> <td>\$300-\$399</td> <td>\$30.00</td> </tr> <tr> <td>\$400-\$499</td> <td>\$40.00</td> </tr> <tr> <td>\$500-\$599</td> <td>\$50.00</td> </tr> </tbody> </table>	Spent	Saves	\$100-\$199	\$10.00	\$200-\$299	\$20.00	\$300-\$399	\$30.00	\$400-\$499	\$40.00	\$500-\$599	\$50.00	 <p>Meyer NISSAN</p> <p>445 Reynolds Way Dayton, OH 45424 937-636-7890</p> <p>Service Hours: Monday-Friday 7:30 am to 5:30 pm</p> <p>Online Service Scheduling Available At Our Website: www.MeyerNissan.com</p>
Spent	Saves													
\$100-\$199	\$10.00													
\$200-\$299	\$20.00													
\$300-\$399	\$30.00													
\$400-\$499	\$40.00													
\$500-\$599	\$50.00													
<p>Wiper Blade Sets</p> <p>\$5.00 OFF</p>	<p>A/C System Service</p> <p>Is your vehicle ready for Spring? Service or replace and get your A/C checked! The climate gets warmer, that may mean it's time to check your A/C. Check for leaks, recharge the oil and accessories and, then, add a disinfectant.</p> <p>\$20.00 OFF</p>													
<p>High Mileage Special</p> <p>15% OFF</p> <p>Total # vehicle has over 100K miles.</p>	<p>Front Or Rear Brake Service</p> <p>With Pad Replacement</p> <p>\$189.95</p> <p>Just in time for Spring travel!</p> <p>Includes: Inspect, Adjust, Grease, Shim, Pad, and resurface rotors. Make it your best!</p>													

Front

	<p>Meyer NISSAN</p> <p>445 Reynolds Way Dayton, OH 45424 937-636-7890</p> <p>Service Hours: Monday-Friday 7:30 am to 5:30 pm</p> <p>Text keyword MEVER2 to #33333 to connect to our service department for details or to make an appointment!</p> <p>Free Wi-Fi Complimentary Coffee</p> <p>We Service All Makes & Models!</p>  <p>TEMPLATE S20</p> <p>123 Any Street Hollywood, USA 98765-4321</p> <p>JOHN, BRING IN YOUR <MAKE> <MODEL> TODAY!</p>
--	---

Back



Front



Back

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

SPRING

6 x 11" POSTCARD

San Coronado Automall
Phone: (555) 223-9675

Spring INTO Savings

<p>Tire Maintenance Special Regular Price \$130.00 \$99.95 4 Wheel Alignment, Rotate & Balance Tires.</p>	<p>A/C Tune Up & Refresher Special Regular Price \$265.00 \$229.95 Drive & Recharge, Visual Leak Inspection, Install Oil Filter in Compression for Optimum Performance, A/C Coil Treatment To Eliminate Mold And Mildew (Not Certain, Engageable System).</p>	<p>Spring Into Savings Special \$109.95 Oil Change, Tire Rotation, Balance, RainX Windshield Treatment And Set Oil COMPLIMENTARY WIPERS!</p>	<p>Nitrogen Fill Protection Package \$69.95 Includes Road Hazard & Tire Replacement Coverage, Emergency Towing, Emergency Roadside, Emergency Fuel Delivery Service & Jump Start Service & 24hr Roadside Service 24 Hours A Day, 7 Days A Week.</p>
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Front

Spring INTO Savings

Phone: (555) 223-9675 • Schedule service online: www.sancoronadoautomall.com

San Coronado Automall
2017 George Road
San Coronado, NM 84299
(555) 223-9675
www.sancoronadoautomall.com

Shuttle Service Available | We Service All makes & Models

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

55555 518

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

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

SPRING

6 x 11" POSTCARD

Warmer weather is finally arriving and we're celebrating with special Spring service savings! We service all makes and models, so come in today and SAVE!

FREE Car Wash with any service. Wash away Winter!

\$19.95 Oil Change

Door to Door Service or shuttle is available free of charge weekdays between the hours of 11:30am and 7pm and Saturdays 11am to 5pm

500 N. Main • Celina, OH 45822 • 888-586-2100 • LakeAuto.com

Front

We're kicking off Spring with unbeatable service savings to get your Rav4 ready. Come in today and SAVE at Lake Auto of Celina!

\$1.99 Tire Rotation

Spring Tire Special
Buy 3 Tires & Get The 4th Tire For **\$1**

Bonus Bucks

Save \$50.00-\$100.00	SAVE \$5.00
Save \$100.00-\$200.00	SAVE \$7.50
Save \$200.00-\$300.00	SAVE \$10.00
Save \$300.00-\$400.00	SAVE \$12.50
Save \$400.00-\$500.00	SAVE \$15.00
Save \$500.00 or More	SAVE \$20.00

Try Before You Buy Complimentary Leisure Rental

Sales Hours:
Monday-Friday 10:00am to 9:00pm
Saturday 10:00am to 6:00pm
Service Hours:
Monday-Thursday 7:30am to 8:00pm
Friday 8:30am to 7:00pm
Saturday 8:00am to 5:00pm

888-586-2100 • LakeAuto.com

Back

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

REALRESULTS

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

ROI: \$55:1

TARGET: INACTIVE AND CONQUEST

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



Front



Back

SPRING

6 x 9" POSTCARD

NISSAN **SPRING HILL NISSAN**
 420 April Blvd.
 Spring Hill, GA 12345
 Service: 555-555-5555
 Parts: 555-555-5555

SPRING SERVICE SPECIALS

\$10 off
 NEW WIPER BLADES
 installed
Valid only at Spring Hill Nissan. Please present coupon to advisor at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 4/30/2018.

\$10 off
 CABIN AIR FILTER
 installed
Valid only at Spring Hill Nissan. Please present coupon to advisor at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 4/30/2018.

\$49.95
 ALIGNMENT SPECIAL
 save \$20.00!
Valid only at Spring Hill Nissan. Please present coupon to advisor at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 4/30/2018.

save \$20
 on any parts or service
 purchase over \$50.00
Valid only at Spring Hill Nissan. Please present coupon to advisor at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 4/30/2018.

Front

**Exclusive Offer For
 John Samples**
**Take advantage of this limited
 time special offer. Hurry, offer
 expires 4/30/2018!**

\$15 OIL CHANGE

When you buy
 an oil change
 3-pack for just **\$45**

A \$120 VALUE! SAVE \$75.00!
 Activate this offer by bringing this coupon
 into Spring Hill Nissan before 4/30/2018.

Valid only at Spring Hill Nissan. Please present coupon to advisor at time of service. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services.

www.SpringHillNissan.com

NISSAN **SPRING HILL NISSAN**
 Service: 555-555-5555
 Parts: 555-555-5555

PRESORTED
 STANDARD
 U.S. POSTAGE PAID
 CEBINA, OH
 PERMIT NO. 230

420 April Blvd
 Spring Hill, GA 12345
 Service Hours:
 Mon-Fri 7am-7pm
 Sat 8am-5pm

We Service All Makes & Models
 Loaner Cars Available
 Shuttle Service Available

MAP OR
 OTHER
 GRAPHIC

TEMPLATE S13

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

Back

REALRESULTS

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

 **ROI: \$7:1**

 **TARGET: INACTIVE CUSTOMERS, 12-60 MONTHS SINCE LAST SERVICE**

 **HOOK: \$29.95 OIL CHANGE; BONUS BUCKS**



Front



Back

SPRING

6 x 9" POSTCARD



Front



Back

6 x 9" POSTCARD



Front

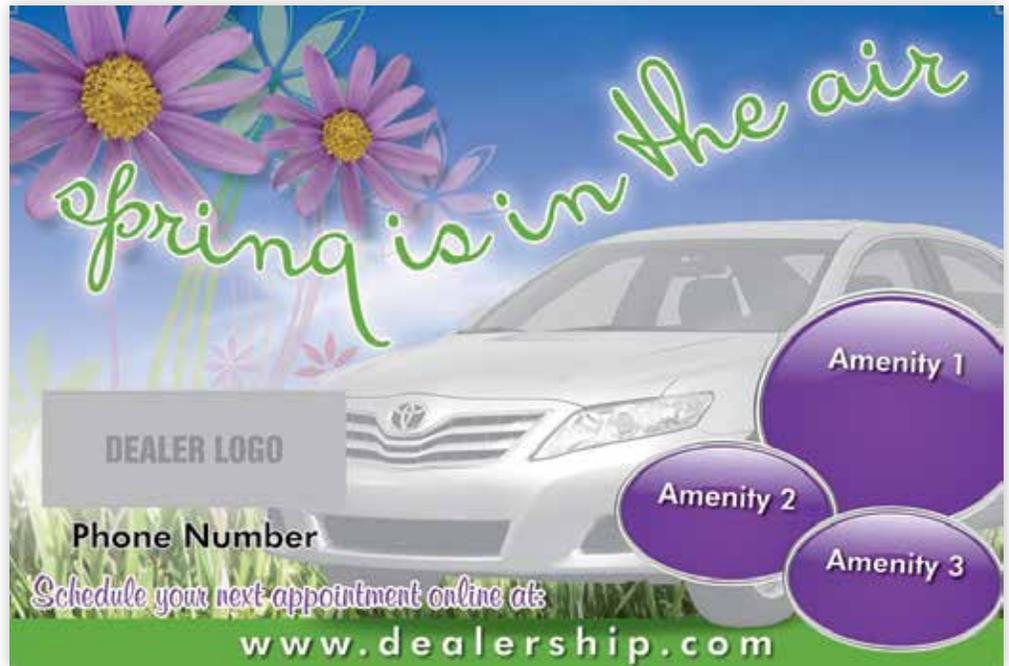


Back

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

SPRING

6 x 9" POSTCARD



Front



Back

6 x 9" POSTCARD

REALRESULTS

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

ROI: \$6:1

TARGET: INACTIVE AND CONQUEST

HOOK: \$34.95 SEMI-SYNTHETIC OIL CHANGE WITH TIRE ROTATION; 20% OFF ANY SERVICE



Front



Back

SPRING

10½ x 17" SELF-MAILER

NEW!

REAL RESULTS

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)

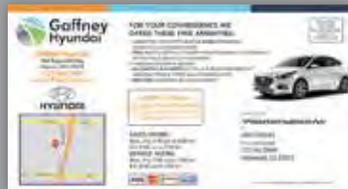
HOOK: \$19.95 REGULAR / \$39.99 SYNTHETIC OIL CHANGE, PLUS \$9.95 TIRE ROTATION

NEW!

FOLDED



Front



Back



Outside



Inside



Outside

FOLDED



Front



Back



Inside

SPRING

8½ x 14" SELF-MAILER

NEW!

NEW!



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back



Outside



Inside

FOLDED



Front



Back

SPRING

8 x 14" SELF-MAILER

REAL RESULTS

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

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

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

SPRING

10½ x 17" SELF-MAILER

REAL RESULTS

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

ROI: \$112:1

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

HOOK: \$39.95 SYNTHETIC OIL CHANGE, CAR WASH, AND INSPECTION



Outside

FOLDED



Front



Back



Inside

TEMPLATE S10

SPRING

8½ x 11" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

ST. PATRICK'S DAY

6 x 11" POSTCARD

NEW!

NEW!



Front



Back

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

REALRESULTS

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

ROI: \$4:1

TARGET: CONQUEST ONLY CUSTOMERS (EXCLUDE EXISTING CUSTOMERS)

HOOK: \$16.96 OIL CHANGE

Front

SPEND	1100 ⁰⁰ - 1199 ⁹⁹	1200 ⁰⁰ - 1299 ⁹⁹	1300 ⁰⁰ - 1399 ⁹⁹	1400 ⁰⁰ - 1499 ⁹⁹	1500 ⁰⁰ & over
SAVE	\$20	\$40	\$60	\$80	\$100

Back

ST. PATRICK'S DAY

6 x 9" POSTCARD

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

St. Patrick's DAY SALE

POTHOLE SPECIAL

Includes:
• Tire Rotation & Balance
• Front End Alignment

~~\$149.95~~
\$109.95

The price. Please present coupon to all-in-one state of trade-up. May not be combined with any other offers. Only valid at Bart Mitsubishi. Expires 4/30/17.

INSPECTION SPECIAL

27 Point Inspection
FREE

The price. Please present coupon to all-in-one state of trade-up. May not be combined with any other offers. Only valid at Bart Mitsubishi. Expires 4/30/17.

Spend	\$500 ⁰⁰ - \$999 ⁹⁹	\$100 ⁰⁰ - \$199 ⁹⁹	\$200 ⁰⁰ - \$299 ⁹⁹	\$300 ⁰⁰ - \$399 ⁹⁹	\$400 ⁰⁰ - \$499 ⁹⁹	\$500 ⁰⁰ & over
	Save \$5	\$10	\$20	\$30	\$40	\$50

The price. Please present coupon to all-in-one state of trade-up. May not be combined with any other offers. Only valid at Bart Mitsubishi. Expires 4/30/17.

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

Map: (Mall) (Bart Mitsubishi)

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

• 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

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

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

Schedule Online At: www.BarntMitsubishi.com

Back



Front

SPEND	\$50 ⁰⁰ –\$99 ⁹⁹	\$100 ⁰⁰ –\$149 ⁹⁹	\$150 ⁰⁰ –\$249 ⁹⁹	\$250 ⁰⁰ & over
SAVE	\$10	\$15	\$25	\$50

Back

BASKETBALL

6 x 11" POSTCARD

NEW!

NEW!

CATCH THE MADNESS

RODS
CHEVROLET

856 Reynolds Way • Dayton, OH 45478
937-456-7890 • www.RodsChevy.com

OIL CHANGE SPECIAL
\$13³² PER OIL CHANGE
WHEN YOU BUY A
PACK OF 3 FOR \$39.96

Complimentary shuttle service & loaner cars available
Online service scheduling
Reconditioning services available
Free car wash with every service
Comfortable waiting lounge with Wi-Fi and refreshments

SCHEDULE TODAY FOR NO-WAIT SERVICE AT WWW.RODSCHEVY.COM

Front

CATCH THE MADNESS

JOHN, CATCH THESE DEALS BEFORE THEY'RE GONE!

BONUS ROUND SAVINGS

SPEND	SAVE
\$50 ⁰⁰ -\$99 ⁹⁹	\$10
\$100 ⁰⁰ -\$149 ⁹⁹	\$15
\$150 ⁰⁰ -\$249 ⁹⁹	\$25
\$250 ⁰⁰ & OVER	\$50

BRAKE PADS & SHOES
50% OFF

AC SERVICE
\$35 OFF Was \$135⁰⁰

RODS
CHEVROLET

856 Reynolds Way • Dayton, OH 45478
937-456-7890 • www.RodsChevy.com

Service Hours:
Mon-Fri 8 am to 5 pm
Sat 10 am to 3 pm
Sun 10 am to 1 pm

CONVENIENTLY LOCATED ACROSS THE STREET FROM TARGET ON REYNOLDS WAY!

Back

BASKETBALL

6 x 11" POSTCARD

NEW!

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

NEW!

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

BASKETBALL

6 x 9" POSTCARD



**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



Front

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

\$34⁹⁵

* Excludes all V-6, 8-cyl. & all V-8, 10-cyl. models at Cloverdale Nissan. Please contact Customer Care for details on this offer. Tax and other fees not included. Offer valid on oil change service performed. Dealer reserves the right to limit the quantity of this offer and service. Expires 4/30/18.

COMPLIMENTARY
Check Engine Light Diagnostic Check



* Offer only at Cloverdale Nissan. Please present coupon to dealer at time of service. Tax and other fees not included. Dealer reserves the right to limit the quantity of this offer and service. Expires 4/30/18.

**WINNER:
JOHN!**

Service Or Repair Special

\$40 OFF
Any Service Or Repair Over \$100



Excludes tire, oil & 24 hrs. towing. Please present coupon to dealer at time of service. Offer not to be combined with any other offers. Offer valid at Cloverdale Nissan. Expires 4/30/18.

FREE
Tire, Battery & Brake Inspection
With Any Service

* Offer only at Cloverdale Nissan. Please present coupon to dealer at time of service. Tax and other fees not included. Dealer reserves the right to limit the quantity of this offer and service. Expires 4/30/18.

**Cloverdale
NISSAN**

**Service: 937.456.7890
Parts: 937.456.7891**

RESORTED
STANDARD
U.S. POSTAGE PAID
CELINA, OH
PERMIT NO. 230

456 Reynolds Way
Dayton, OH 45430

Service Hours:
Mon-Fri: 7 AM to 7 PM
Sat: 8 AM to 4 PM



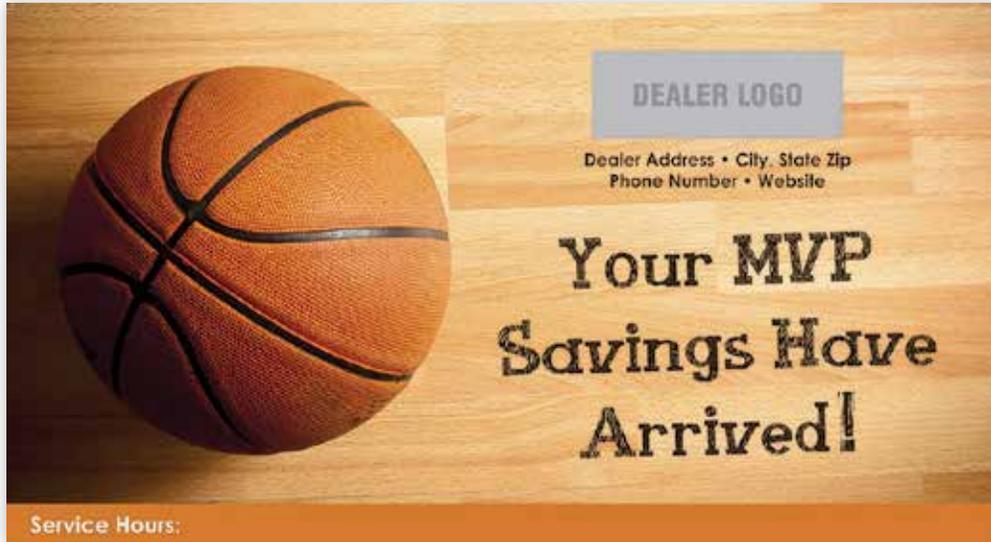
TEMPLATE M9



5-1
John Samples
or Current Resident
123 Any Street
Hollywood, USA 98765-4321

www.CloverdaleNissan.com

Back



Front



Back

BASKETBALL

6 x 9" POSTCARD



Front



Back

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

BASKETBALL

8 x 14" SELF-MAILER

NEW!

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

NEW!



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**

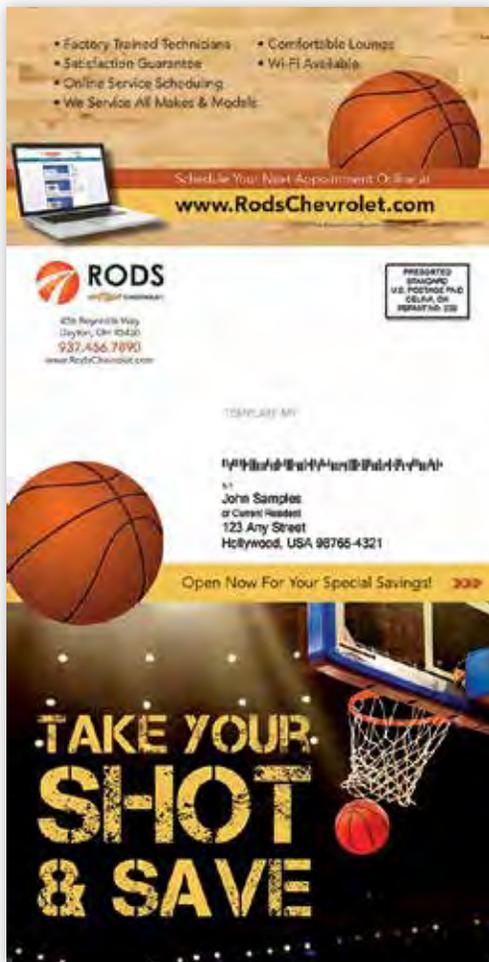
FOLDED



Front



Back



Outside



Inside

BASKETBALL

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



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

Front

Back

COMING

SOON!

A new template book is in the works, featuring templates focused on specific segments (like inactive and conquest) and dealership events (think Grand Opening, Under New Management, etc.), with 15 NEW designs!

**JOHN,
WHY PAY
MORE?**
ATTENTION ACURA OWNERS

Why pay more to service your Acura when you can bring it to one of our highly trained Honda Service Technicians at

HAVERFIELD

GAFFNEY TOYOTA

HEY DENVER! GAFFNEY TOYOTA IS NOW UNDER NEW OWNERSHIP!

4844 Kearsley Way, Denver, CO 80238
Phone: 303.755.1234
Fax: 303.755.1235
www.gaffneytoyota.com

If You Can't Tell The Difference,
Why Pay The Difference? **GAFFNEY KIA**

Service Coupon

Our Amenities

Flip me over!

John, Could you use up to \$100 in savings?

Mercedes-Benz of Anytown

John Samples.
Great Service Awaits You!

OIL CHANGE SPECIAL
\$18.95

BUY 4 TIRES, GET \$100 OFF

FREE Onsite Car Wash With Every Service Visit!

**WE HONOR ALL COMPETITOR'S COUPONS!
UNDER NEW OWNERSHIP!**

Coverdale Nissan

GENUINE WHOLESALE PARTS

WEEKS OF STOCK, PARTS TRAILER, & OVER 1,000 SKUs!

FAST & FREE DELIVERY

35% to 40% OFF
On qualified parts



Document Services

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