


Easy.
Engaging.
Effective.



GOLDEN HYUNDAI 454 Reynolds Way • Dayton, OH 45578
937.454.7814 • www.GoldenHyundai.com

FALL FOOTBALL KICKOFF SAVINGS



EXPERIENCE THE GOLDEN HYUNDAI DIFFERENCE

454 Reynolds Way • Dayton, OH 45578
937.454.7814 • www.GoldenHyundai.com

TAKEDATE SPECIAL
Only \$24.95, Tax, License & Title
\$24.95

BONUS BOOKS

BOOK	PRICE
\$1000.00-1999.99	\$19.95
\$2000.00-2999.99	\$29.95
\$3000.00-3999.99	\$39.95
\$4000.00-4999.99	\$49.95
\$5000.00-5999.99	\$59.95
\$6000.00-6999.99	\$69.95
\$7000.00-7999.99	\$79.95
\$8000.00-8999.99	\$89.95
\$9000.00-9999.99	\$99.95

BACK TO School

SERVICE SAVINGS



LEXUS
LIFE OF A LEXUS

HAPPY LABOR DAY

SAMPLES FAMILY!

MILITARY DISCOUNT
10% OFF Any Service

Present show your military ID at time of service and receive 10% off your service repair!

454 Reynolds Way • Dayton, OH 45578
937.454.7814
Service Center
Monday-Friday 9 AM - 6 PM



www.CloverdaleNissan.com

GAFFNEY KIA

WE MISS YOU, KIM!

WE MISS YOU, KIM!
We miss you, Kim!
We miss you, Kim!

\$19.99
Off Charge
and
10% OFF
Any Recommended Maintenance

WELCOME BACK



2018 SEASONAL MAILER TEMPLATES

August, September

Back to School, Labor Day, Football, Fall

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POPULAR SEASONAL OFFERS

- Alignment Discounts
- Cooling System Service Specials
- Brake Specials

- All-Weather Floor Mats
- Battery – Complimentary Battery Check / Free Installation with Purchase
- Free Fall Inspection (Check battery, coolant, belts, hoses, headlights, fluids, tire pressure, brakes)

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

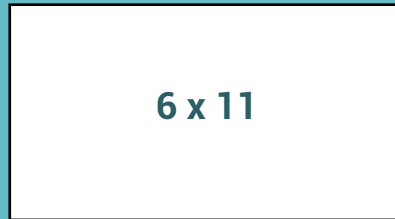
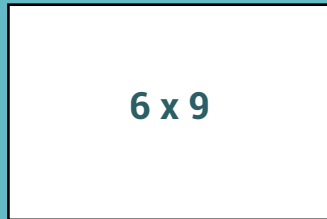
1. Logo
2. Address, Phone Number, and Website
3. Choice of vehicle images
4. Amenities
5. Personalized/variable text
6. Service hours
7. Custom coupons
8. Maps - especially important on conquest pieces!
9. QR codes



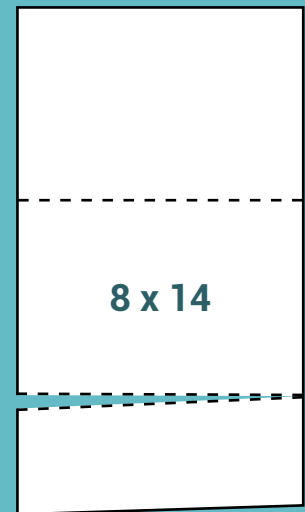
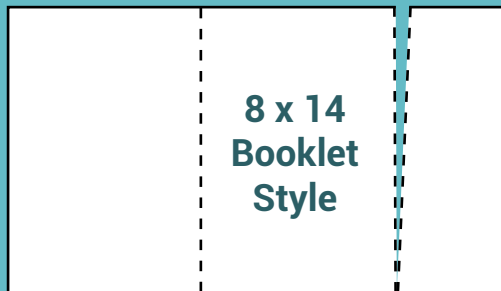
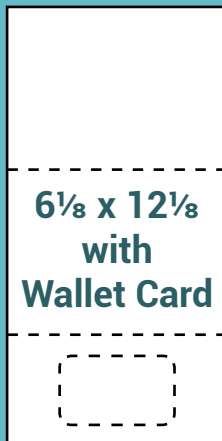
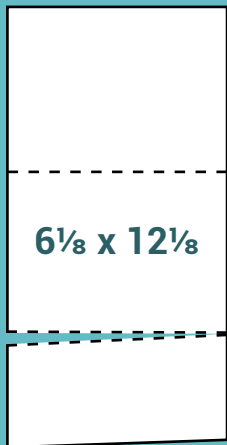
These options can be added to
ANY template!

SIZES

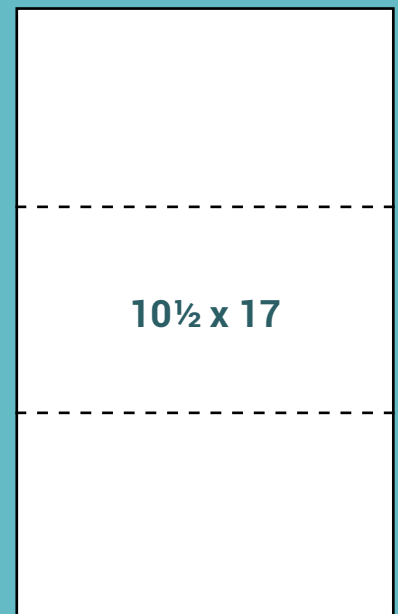
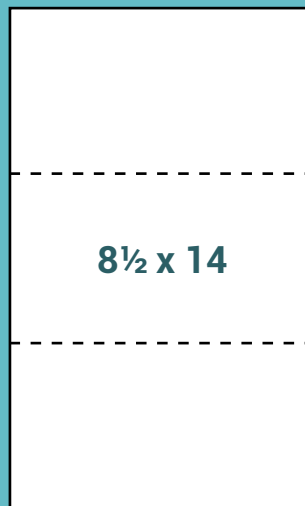
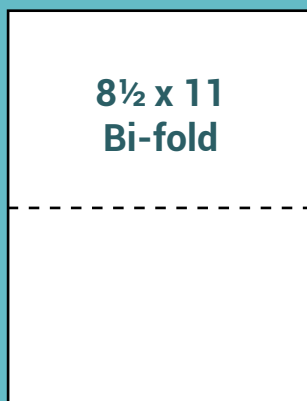
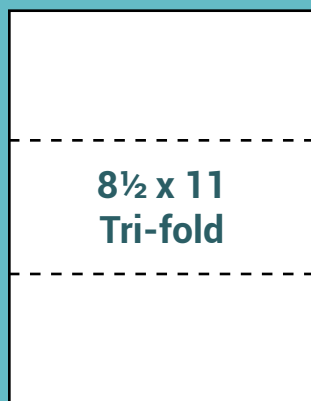
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



SELF-MAILER



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.

SEASON/EVENT	SUGGESTED MAIL DATES	SCHEDULING NOTES
Back to School	Mid July- Early August	Timing will vary based on when school starts in your area. Shoot for mailers to arrive two weeks before school starts.
Labor Day (September 3)	By August 13	Mailers should arrive 2 weeks prior to the holiday to optimize the length of time that the theme of the piece is relevant.
Football	Late August- Early September	If you're including a football schedule, shoot to have the mailer arrive a week or two before the season starts.
Fall	September 15- October 31	If you're mailing a Halloween-theme piece, shoot to have it in the mail by September 10. (Ask your Document Services Consultant to see our Halloween theme templates.)

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



Target 1

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



Target 2

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



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

BACK TO SCHOOL

- A+ Savings
- A+ Amenities
- It's Time to Go Back to School
- Put the Kids on the Bus and Come See Us!
- We've Done Our Homework
- Your First Assignment: \$ave!
- Hurry in Before the Bell Rings
- Raise Your Hand for Savings
- Go Back to School in Style
- School Supply Savings
- Check These Off Your Back to School List
- ABC Savings
- Savings from A to Z

FOOTBALL/SUPER BOWL

- SUPER Savings
- Score Big Savings
- Are You Ready for Some Savings?
- Big Game Savings
- Extra Point Special
- Quarterback Sneak Special
- Flea Flicker Special
- 2-Point Conversion Special
- Kick-Off Service Savings
- Football Kickoff Savings
- Don't Miss the Action This Season

FALL

- Autumn is On Its Way
- Fall Into Savings
- Fall for Our Amazing Amenities
- Falling Prices
- Fall is Here
- Autumn Service Savings
- Special Autumn Savings
- Hello Autumn/Fall
- Rake in the Savings
- Autumn Days are Here
- Autumn Colors Savings
- Changing Colors Sale
- Don't LEAF These Savings
- Novemburrrr
- October Fest Sale
- Happy Fall Y'all
- Fall in Love with These Savings
- Welcome Fall

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.

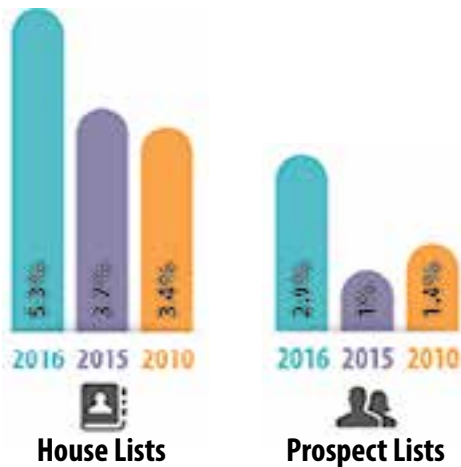


*Source: Microsoft Insights 2015 study. Best Practices: Vehicle based lists vs. Household based lists

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.



FALL

TEMPLATES

THEMES

BACK TO
SCHOOL

LABOR DAY

FOOTBALL

FALL

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

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

8 x 14" SELF-MAILER

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

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

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

REALRESULTS

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



Front



Back

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

BACK TO SCHOOL

6 x 9" POSTCARD

HAVERFIELD
ACURA

705 N. Reynolds Dr. • Dayton, OH 45434
Main: 937.567.8070
Service: 937.567.8071
www.HaverfieldAcura.com

Service Hours:
Mon-Fri 8:00 am to 6:00 pm
Sat 8:00 am to 3:00 pm

WE PROUDLY OFFER

- Shuttle service & loaner cars available
- Online service scheduling at our website
- Flood/fire services available
- Free car wash with every service
- Comfortable waiting lounge with Wi-Fi and refreshments

BUY 3 TIRES, GET 1 TIRE FOR ONLY \$1.00

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

Front

HAVERFIELD
ACURA

705 N. Reynolds Dr. • Dayton, OH 45434
Service Hours: Monday–Friday 8:00 am–6:00 pm
Saturday 8:00 am–3:00 pm • Closed Sunday
www.HaverfieldAcura.com

BACK TO SCHOOL SAVINGS

Oil Change

\$24⁹⁵ **\$19⁹⁵**
Oil/20 All others

Full synthetic oil change and extra filter and filter ring for 2010 and up. 2010 and up. Haverfield Acura. Please present coupon at time of write-up. Tax and other fees may apply. Not valid if previous service performed. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 9/30/16. See site for details.

10% OFF **OR** **15% OFF**
Timing Belt, Valve Adjustment and Replace Spark Plugs, Coolant Service. Labor Only, Max of \$200. Recommended Maintenance or Repair. Labor Only, Max of \$200.

8/1/2017 Template BTS12

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

Back

BACK to SCHOOL SALE



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

HAVERFIELD
Honda

705 N. Reynolds Dr. • Dayton, OH 45434
Mon: 937.567.8970
Service: 937.567.8971
www.HaverfieldHonda.com

Service Hours:
Mon-Fri 8:00 AM to 6:00 PM
Sat 8:00 AM to 3:00 PM

SAVE BIG

BUY 3 TIRES,
GET 1 TIRE FOR ONLY

\$1.00

*Excludes all Honda models. Dealer reserves the right to limit the number of vehicles. Dealer reserves the right to change terms at any time without notice.

WE OFFER YOU

- Shuttle service & Loaner cars available
- Online service scheduling at our website
- Reconditioning services available
- Free car wash with every service
- Comfortable waiting lounge with Wi-Fi and refreshments.

Front

HAVERFIELD
Honda

705 N. Reynolds Dr. • Dayton, OH 45434

Service Hours: Monday-Friday 8:00 AM-6:00 PM
Saturday 8:00 AM-3:00 PM • Closed Sunday

www.HaverfieldHonda.com

REGISTERED,
STANDARD
BUS POSTAGE PAID
CELINA, OH
PERMIT NO. 235

BACK to SCHOOL SALE

Oil Change

\$24⁹⁵

(1qt Oil)

\$19⁹⁵

(All others)

Full synthetic oil changes with 20min. tire rotation and fluid checks are 100% guaranteed. Labor only on Honda/Acura models. Please present coupon in person at time of service. Tax and other fees extra. Not valid on weekend service performed. Dealer reserves the right to limit the amount of vehicles and services. Expires 09/30/17. Offer good on cash.



©2017 Template BTS11

*Excludes all Honda models. Dealer reserves the right to limit the number of vehicles. Dealer reserves the right to change terms at any time without notice.

10% OFF

Tuning Belt, Valve Adjustment and
Replace Spark Plugs, Coolant Service

Labor Only. Max of \$100

OR

15% OFF

Recommended Maintenance
or Repair

Labor Only. Max of \$100

*Excludes all Honda models. Please present coupon in person at time of service. Tax and other fees extra. Not valid on weekend service performed. Dealer reserves the right to limit the amount of vehicles and services. Expires 09/30/17. Offer good on cash.

*Excludes all Honda models. Dealer reserves the right to limit the number of vehicles. Dealer reserves the right to change terms at any time without notice.

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

Back

BACK TO SCHOOL

6 x 9" POSTCARD



Front

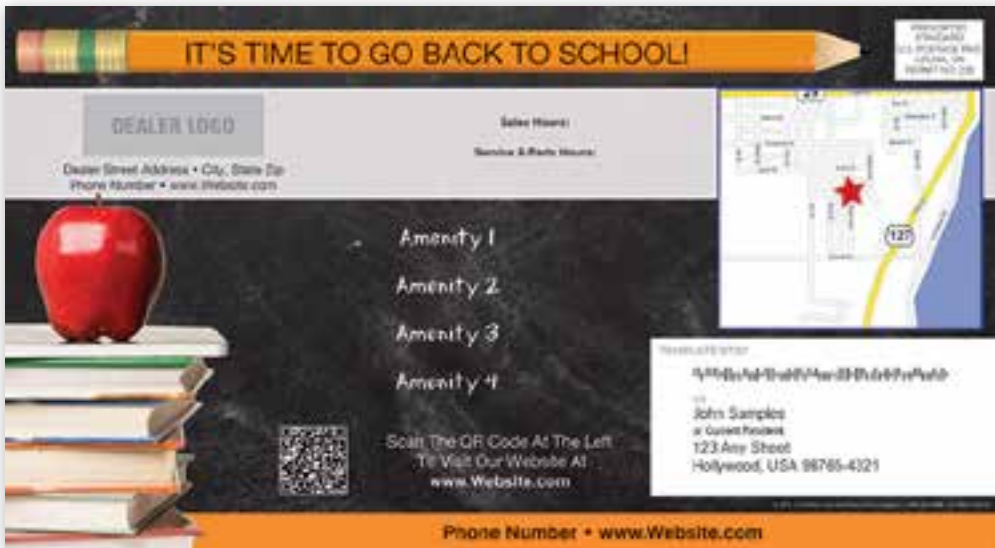


Back

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



Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD

REAL RESULTS

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

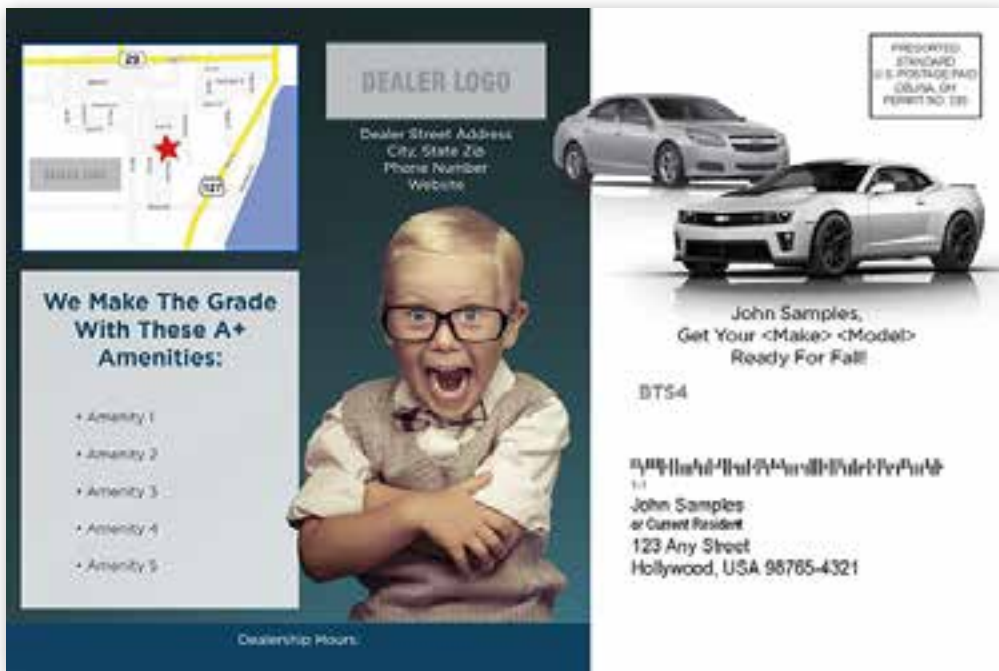
ROI: \$21:1

TARGET: ACTIVE CUSTOMERS DUE FOR SERVICE, INACTIVE, AND CONQUEST

HOOK: \$19.95 OIL CHANGE OR 10% OFF ANY SERVICE



Front



Back



Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD



Front



Back



Front



Back

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

BACK TO SCHOOL

8 x 14" SELF-MAILER

NEW!

NEW!



Outside

FOLDED



Front



Back



Inside

NEW!



Outside



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOLDED



Front



Back

BACK TO SCHOOL

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

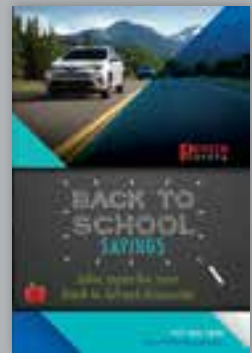


Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

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



Front



Inside

FOLDED



Front



Back



Outside



Inside

FOLDED



Front



Back

LABOR DAY

6 x 11" POSTCARD

NEW!

NEW!



Front



Back



GOLDEN HYUNDAI 456 Reynolds Way • Dayton, OH 45478
937.456.7894 • www.GoldenHyundai.com

FALL FOOTBALL KICKOFF SAVINGS

TAILGATE SPECIAL
Juice, Oil & Filter, Tire Rotation & Multi-Point Inspection
\$24.95

BONUS BUCKS

SPEND	SAVE
\$100.00-\$199.99	\$10 OFF
\$200.00-\$299.99	\$20 OFF
\$300.00-\$399.99	\$30 OFF
\$400.00-\$499.99	\$40 OFF
\$500.00 OR MORE	\$50 OFF

EXPERIENCE THE GOLDEN HYUNDAI DIFFERENCE
Service All Makes & Models | Schedule Your Service Online | FREE WiFi | Complimentary Car Wash
Children's Play Area | Complimentary Manicures - Wednesday and Thursday
We service ALL MAKES AND MODELS

HYUNDAI

Front

JOHN COME IN TO SCORE BIG

JAGUARS

Game	Opponent	Time
Sept 7	at Atlanta Falcons	8:00 PM
Sept 14	at Jacksonville Jaguars	8:00 PM
Sept 21	at Baltimore Ravens	8:00 PM
Sept 28	at Carolina Panthers	8:00 PM
Oct 5	at Cleveland Browns	8:00 PM
Oct 12	at Houston Texans	8:00 PM
Oct 19	at Tampa Bay Buccaneers	8:00 PM
Oct 26	at Pittsburgh Steelers	8:00 PM
Nov 2	at Kansas City Chiefs	8:00 PM
Nov 9	at Denver Broncos	8:00 PM
Nov 16	at New York Jets	8:00 PM
Nov 23	at Miami Dolphins	8:00 PM

CRIMSON TIDE

Game	Opponent	Time
Sept 7	at Florida State	8:00 PM
Sept 14	at Louisiana State	8:00 PM
Sept 21	at Georgia Tech	8:00 PM
Sept 28	at Auburn	8:00 PM
Oct 5	at South Carolina	8:00 PM
Oct 12	at Alabama	8:00 PM
Oct 19	at Arkansas	8:00 PM
Oct 26	at Mississippi State	8:00 PM
Nov 2	at Missouri	8:00 PM
Nov 9	at Texas A&M	8:00 PM
Nov 16	at LSU	8:00 PM

TIGERS

Game	Opponent	Time
Sept 7	at Virginia Tech	8:00 PM
Sept 14	at Clemson	8:00 PM
Sept 21	at Wake Forest	8:00 PM
Sept 28	at North Carolina State	8:00 PM
Oct 5	at Duke	8:00 PM
Oct 12	at NC State	8:00 PM
Oct 19	at Wake Forest	8:00 PM
Oct 26	at Virginia Tech	8:00 PM
Nov 2	at Clemson	8:00 PM
Nov 9	at North Carolina State	8:00 PM
Nov 16	at Wake Forest	8:00 PM
Nov 23	at Virginia Tech	8:00 PM

HYUNDAI GENUINE PARTS

GOLDEN HYUNDAI

456 Reynolds Way • Dayton, OH 45478
937.456.7894 • www.GoldenHyundai.com

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

TEMPLATE ID:
100

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

WWW.GOLDENHYUNDAI.COM

Back

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOOTBALL

6 x 11" POSTCARD



Front



Back

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

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.



Front



Back

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOOTBALL

8 x 14" SELF-MAILER

NEW!

NEW!



Outside

FOLDED



Front



Back



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

8 x 14" SELF-MAILER



Outside



Inside

Including a sports schedule is a great way to extend the life and the reach of your mailing. These pieces are often posted on refrigerators and in shared work spaces.

FOLDED



Front



Back

FALL

6 x 11" POSTCARD

NEW!

NEW!

THESE DEALS ARE A-MAIZE-ING!
Sorry for the CORN-Y jokes!

VIP "THE WORKS" SPECIAL
\$69⁹⁵
SAVE \$30!

- Full synthetic oil change
- Tire rotation
- Multi-point inspection
- Even wiper blades
- Exterior car wash (weather permitting)

ROSERMAN 406 Reynolds Way | Dayton, OH 45478
937-456-7890 | www.RosemanMazda.com

SERVICE HOURS
Monday-Friday 7am-7pm | Saturday 7am-6pm

COME SEE WHY WE'RE YOUR DESTINATION FOR MAZDA SERVICE!

- Free Vehicle Pick Up & Delivery
- Convenient Service Hours - Auto Technology
- Easy & Right Drop Off
- Courtesy Shuttle Service
- Courtesy Workstations
- Complimentary Wi-Fi
- Comfortable, Clean-Friendly Waiting Area
- Complimentary Snacks & Beverages
- Car Wash with Foam Service
- Factory-Trained & Certified Technicians
- In-Service Air Filter & Wipers
- RV Floor Liner/Seat's Cleaning

Conveniently Located!

Front

ROSERMAN 406 Reynolds Way
Dayton, OH 45478
937-456-7890
www.RosemanMazda.com

FLOOR MAT SPECIAL
15% OFF
Custom All-Weather Floor Mats

BUY MORE, SAVE MORE!

SPEND THIS	SAVE THIS
\$150*-\$300*	Save \$15*
\$301*-\$500*	Save \$30*
\$501*-\$1000*	Save \$50*
\$1001*-\$1500*	Save \$100*
\$1501* & LP*	Save \$175*

John, get your 2015 Mazda CX3 ready for cooler weather!
Schedule a service appointment at www.RosemanMazda.com today!

CONTACT F21:
John Samples
or Current Provider
123 Any Street
Hollywood, USA 98765-4321

Back



BOBBING FOR SAVINGS!

10% OFF
10% OFF
10% OFF

scratch **one** to reveal your savings

Up to 20% off!

Complimentary:
 Snacks & Beverages
 Wi-Fi
 Car Wash (with service)
 Vehicle Pick up & Delivery
 Shuttle Service

Haverfield Acura
 456 Reynolds Way | Dayton, OH 45478
 937-454-7890 | www.HaverfieldAcura.com
 Service Hours: Monday-Friday 7 am to 7 pm | Saturday 7 am to 5 pm

Front

Haverfield Acura
 456 Reynolds Way
 Dayton, OH 45478
 937-454-7890
 www.HaverfieldAcura.com

FLOOR MAT SPECIAL
15% OFF
 Custom All-Weather Floor Mats

BUY MORE, SAVE MORE!

SPEND THIS	SAVE THIS
\$150-\$300	Save \$12
\$301-\$500	Save \$30
\$501-\$1000	Save \$50
\$1001-\$1500	Save \$100
\$1501+ & UP	Save \$175

John, get your <Weather> ready for cooler weather!

CONTACT US:
 John Samples
 or Customer Service
 123 Any Street
 Hollywood, USA 98765-4321

Schedule a service appointment at www.HaverfieldAcura.com today!

Back

FALL

6 x 9" POSTCARD

NEW!



Front



Back



Front



Back

FALL

6 x 11" POSTCARD



Front



Back

REALRESULTS

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

ROI: \$17:1

TARGET: INACTIVE CUSTOMERS

HOOK: WORKS OIL CHANGE & TIRE ROTATION, \$34.95



Front



Back

FALL

6 x 9" POSTCARD

DEALER LOGO

Street Address
City, State Zip

Your Choice of Vehicle

Fall
INTO SAVINGS!

Oil Change Special

Includes:
✓ FREE Tire Rotation
✓ Battery Test
✓ Multi-Point Inspection
✓ Car Wash & Vacuum

Conventional Oil \$00.00

Service Or Repair Special

\$00 OFF
Any Service Or Repair Over \$100

1 Day Loaner Car

\$00.00
With any Service Over \$000

Winterize Special

\$000

Includes:
• Oil & Filter Change (Up To 5qt. Conventional Oil)
• Tire Rotation
• Antifreeze Drain and Fill up (Up to 1 gallon)
• Battery, Hoses, and Radiator Cap Inspection
• Wiper Inserts With Multi-Point Inspection
• Car Wash With Vacuum

BONUS BUCKS
The More You Spend, The More You SAVE!

Spend	\$000 - \$1000	\$1000 - \$2000	\$2000 - \$3000	\$3000 - \$4000	\$4000 - \$5000	\$5000 - \$6000	\$6000 - \$7000	\$7000 - \$8000	\$8000 - \$9000	\$9000 & Over
Save	\$00	\$00	\$00	\$00	\$00	\$00	\$00	\$00	\$00	\$00

Street Address • City, State Zip
<Phone Number>
www.website.com

Front

John,
get the best service for your
makes at the best price!

DEALER LOGO

Street Address
City, State Zip

To schedule an appointment, please call <phone number>
Or visit us online: www.website.com

Amenities:

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

Service Hours:

MAP OR OTHER GRAPHIC

TEMPLATE F9

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

Back



Front



Back

FALL

6 x 9" POSTCARD



Front

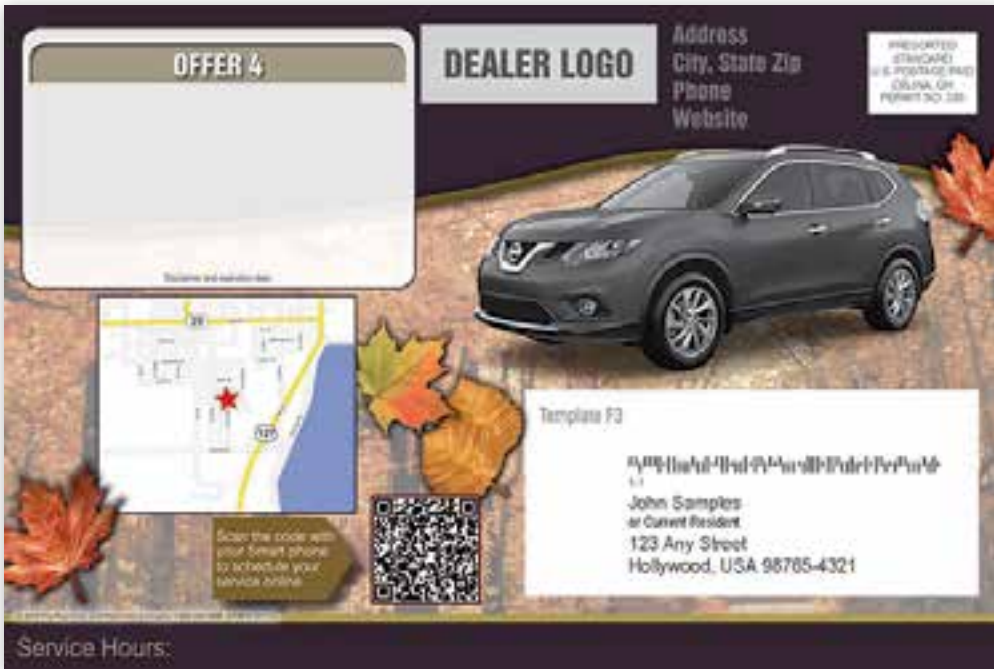


Back

TEMPLATE F3



Front



Back

FALL

6 x 9" POSTCARD

REALRESULTS

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

 **ROI: \$37:1**

 **TARGET: ACTIVE & INACTIVE CUSTOMERS**

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

FALL

6 x 9" POSTCARD



Front



Back



Front



Back

FALL

8 x 14" SELF-MAILER

NEW!

NEW!



Outside

FOLDED



Front



Back



Inside

10½ x 17" SELF-MAILER

REALRESULTS

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

ROI: \$104:1

TARGET: ACTIVE, INACTIVE, & CONQUEST

HOOK: \$44.95 SYNTHETIC OIL CHANGE & TIRE ROTATION



Outside



Inside

FOLDED



Front



Back

FALL

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



Front



Back

FALL

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

TEMPLATE F12



Outside



Inside

FALL

10½ x 17" SELF-MAILER

REALRESULTS

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

ROI: \$109:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$29.95 FULL SYNTHETIC OIL CHANGE & TIRE ROTATION

FOLDED



Front



Back

FALL

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



Outside



Inside

FOLDED



Front



Back

TEMPLATE F6



Outside



Inside

FALL

8½ x 11" SELF-MAILER

FOLDED



Front



Back

NON-SEASONAL

High Mileage



Template N1: 6 x 9" Postcard



Customers are keeping their vehicles longer than ever, and that means more customer-pay opportunities, if those customers keep coming back. Offering special incentives to your high-mileage customers is a great way to do it!



Template N2: 6 x 9" Postcard



Timing Belt



Template N8: 6 x 11" Postcard



NEED A DIFFERENT DESIGN? WE'D LOVE TO HELP!
 Our creative team can turn around a design within 24 hours! Just contact your Document Services Consultant to get started.

Inactive



Template N5: 6 x 9" Postcard



Giant check postcards generated an 11% average response rate and \$82:1 ROI!

Template N11: 6 x 11" Postcard

Conquest



Template N7: 6 x 11" Postcard



Template N6: 6 x 11" Postcard

New Service Manager



Introducing your new service manager is great way to stay in touch with current customers and bring back inactive ones. With our variable printing capabilities, you can send different incentives to active and inactive customers. See page 6 for an example of variable offers.

Template N3: 6 x 9" Postcard



Template N4: 6½ x 12½" Self-Mailer

NEED A DIFFERENT SIZE OR FORMAT?
See page 4 for other mailer options. All designs can be edited to suit your needs!

Grand Opening/Event Invitation



Template N9: 6 x 11" Postcard



Template N10: 6 x 11" Postcard

Recall



Template RECALL-OEM-C: 4 x 6" Postcard



Template RECALL-OEM-W: 4 x 6" Postcard

For vehicles with more than one open recall, we print multiple recall numbers on one postcard, instead of sending multiple mailings on each vehicle.



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