

Easy. Engaging. Effective.



BIG Winter SALE
Lube, Oil & Filter Special
\$14.95

SWEET SAVINGS FOR JOHN
Schedule online for no-wait service. SCAN HERE NOW



Winter
Service Specials

ADAMS FORD



Gaffney Hyundai WINTER SAVINGS
\$10.00

GOLDEN HYUNDAI WINTER SAFE DRIVING TIPS
Keep your gas tank full to avoid fuel line freeze up.
Keep your tires fully inflated for the best traction.
Keep your phone charged in case of an emergency.

Winter SAVINGS
SAVE BIG ON YOUR WINTER CHECKUP!



Winter SAVINGS
SAVE BIG ON YOUR WINTER CHECKUP!

2021-22 CANADIAN WINTER MAILER TEMPLATES

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

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.

CONTENT

HOT TOPICS	2
CUSTOMIZE YOUR TEMPLATE	3
MAILER SIZES	4
VARIABLE OFFERS	5
INSIDE TEXT IDEAS	6
OFFERS THAT DRIVE ACTION	7
WINTER TEMPLATES—INTRODUCTION	8
WINTER TEMPLATES	9-46
POSTCARDS	9-33
SELF-MAILERS	34-46
FOOTBALL TEMPLATES (POSTCARDS)	47-49
VALENTINE'S DAY TEMPLATES	50-61
POSTCARDS	50-58
SELF-MAILERS	59-61

POPULAR SEASONAL OFFERS

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

HOT TOPICS

Here are some campaign content ideas that are working well for our customers.

QR Codes to link customers to vehicle value: Don't let your customers trade keys with another dealer! Encourage your customers to sell you their used vehicles with a vehicle value link right on your piece.



DF29293



DF30238



W45, page 12

PD5, page 66

Financing: You probably hear it every day – customers putting off repairs because they don't have the funds available. Let them know you offer easy service financing options.



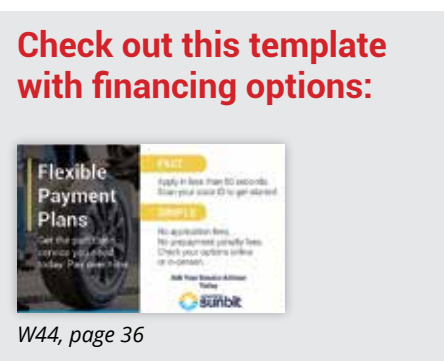
DF28488



DF29744



DF30904



W44, page 36

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

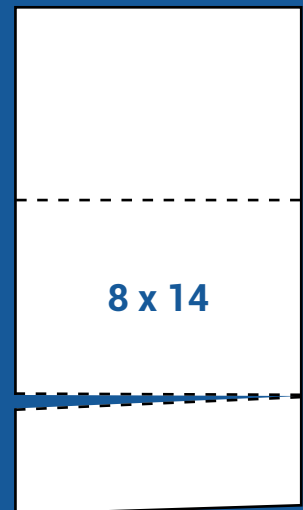
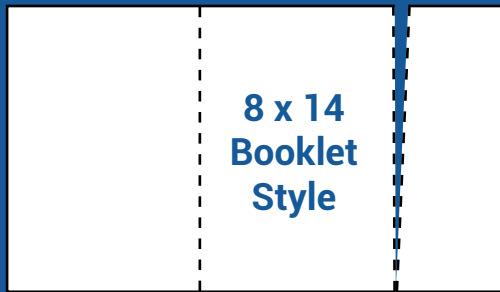
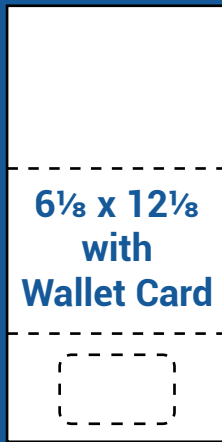
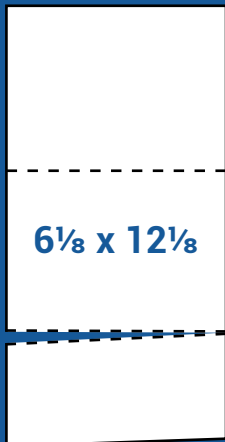
These options can be added to
ANY template!

SIZES

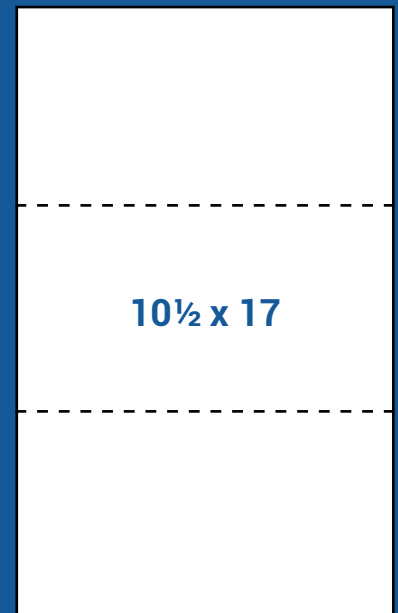
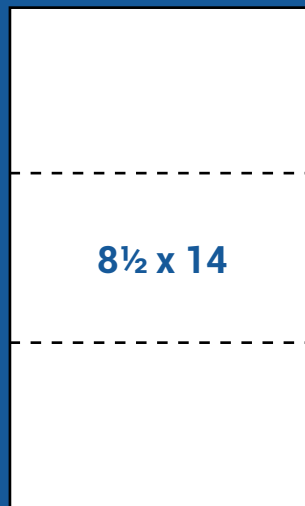
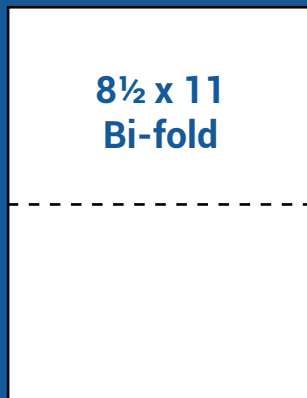
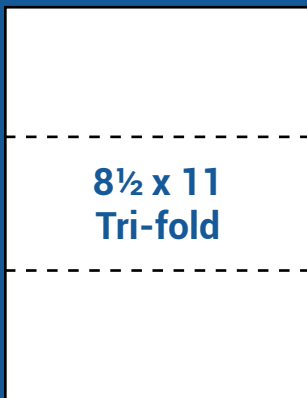
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



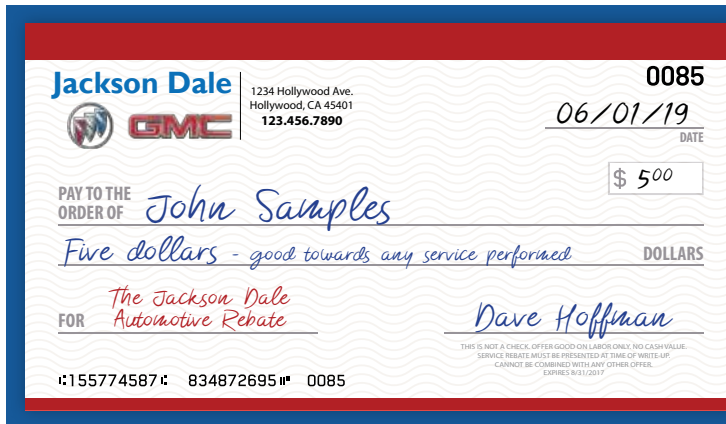
SELF-MAILER



VARIABLE OFFERS

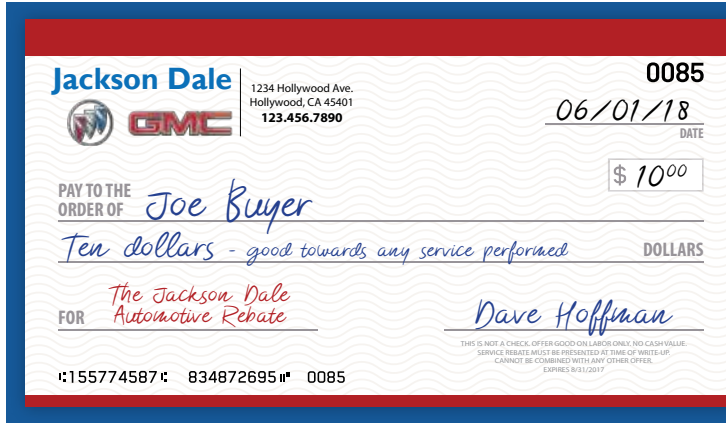
Variable printing allows you to target different customers with different offers within one mailing. The example below illustrates how offers can be changed based on the customer's service history. Variable printing can also be used to print variable service advisor names or salesperson names.

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 is dated 06/01/19 and is payable to John Samples for \$5.00. The amount is written as "Five dollars - good towards any service performed". The check is issued for "The Jackson Dale Automotive Rebate" and 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 is dated 06/01/18 and is payable to Joe Buyer for \$10.00. The amount is written as "Ten dollars - good towards any service performed". The check is issued for "The Jackson Dale Automotive Rebate" and 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 is dated 06/01/18 and is payable to Jane Smith for \$15.00. The amount is written as "Fifteen dollars - good towards any service performed". The check is issued for "The Jackson Dale Automotive Rebate" and 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.

IDEAS

WINTER

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

FOOTBALL

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

VALENTINE'S DAY

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

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.

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

POSTAGE

5000 You are due for service at RHG Auto Group!

RHG Auto Group 6/30/17 2967
800 Presidential Blvd. | Schaeffer, AZ 85501 | 1-800-767-7879
www.rhgauto.com

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

Service Rewards RHG Auto Group

002230 7862103330 01482467

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

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

FREE Car Wash With Every Service

FREE Certified Multi-Point Inspection

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

Schedule Online At
www.RHGAuto.com

Offers should stand out.

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

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

WINTER

TEMPLATES

THEMES

WINTER

FOOTBALL

VALENTINE'S
DAY

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

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

8 x 14" SELF-MAILER

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

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

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

REALRESULTS

Throughout this book, ROI results are shown for previous U.S. 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.



BIG Winter SALE

Lube, Oil & Filter Special

Includes: 5 qts standard oil, Genuine Ford oil filter and motor oil. Excludes diesel vehicles. Reg. \$24.95

\$14⁹⁵

System oil slightly higher. Up to 5 quarts of standard oil. Valid only at Adams Ford. Please present this coupon to your service advisor at time of write up. Tax and other fees may apply. Not valid on previous service per contract. Dealer reserves the right to limit the discount on certain services. Expires 2/28/22.

ADAMS FORD

456 Reynolds Way
Dayton, OH 45675
937-456-7890
www.AdamsFord.com

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

Front

ADAMS FORD

456 Reynolds Way
Dayton, OH 45675
937-456-7890
www.AdamsFord.com

**Service Hours: Monday, Wednesday & Friday 7:30 AM to 5:00 PM
Tuesday & Thursday 7:30 AM to 7:00 PM | Saturday 7:30 AM to 5:00 PM**

POSTAGE

Buy one windshield wiper, get the other one FREE

Valid only at Adams Ford. Please present this coupon to your service advisor at time of write up. Tax and other fees may apply. Not valid on previous service per contract. Dealer reserves the right to limit the discount on certain services. Expires 2/28/22.

**24 Months
Unlimited Miles
Warranty On
Parts
Including Labor**

**Free Vehicle
Multi-point
Inspection
&
No Appointment
Needed**

- Courtesy Shuttle
- Lower Cost Available
- FREE Car Wash with Every Service
- Large, Comfortable Waiting Lounge
- State-of-the-art Facility
- 13 Technicians, 8 are Senior Master Technicians
- Ohio's Largest Genuine Ford Parts Inventory

TEMPLATE W46

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

Back

WINTER

6 x 11" POSTCARD

NEW!

NEW!



Front



Back

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



Keep your gas tank half full to avoid fuel line freeze up.

WINTER

SAFE DRIVING TIPS

Keep your tires fully inflated for the best traction.

Keep your phone charged in case of an emergency.

www.GoldenHyundai.com | 937-456-7890 | COOL SAVINGS FOR JOHN!

Front

POSTAGE

WINTER CAR TIPS

Tires: Never mix spial tires with other tire types.

Brake Control: Do not use brake control when driving on any slippery surface (wet, ice, sand).

Steer: Always look and steer where you want to go.

Braking Brakes: If possible, avoid using your parking brake in cold, rainy, and snowy weather.

Warm up: Never warm up a vehicle in an enclosed area, such as a garage.

Tire Inflation: Make certain your tires are properly inflated.

Gas: Keep your gas tank at least half full to avoid gas line freeze-up.

Sand Salt: Use your seat belt every time you get into your vehicle.

OIL CHANGE

\$10 OFF

*Please present coupon to receive discount on oil change. Offer not valid on combined oil change and filter. Offer good only at participating service. Offer expires 12/31/2020. Golden Hyundai, © 2020

456 Reynolds Way | Dayton, OH 45578
www.GoldenHyundai.com | 937-456-7890

SERVICE HOURS: Mon-Fri 9:00 AM to 5:00 PM
Sat 10:00 AM to 3:00 PM | Sunday Closed

BONUS BUCKS

SPEND	SAVE	SPEND	SAVE
\$0-\$99**	\$10 OFF	\$101-\$200**	\$40 OFF
\$51-\$100**	\$20 OFF	\$201-\$300**	\$60 OFF
\$101-\$50**	\$30 OFF	\$251-\$300**	\$80 OFF

*Please present coupon to receive discount on vehicle. Offer not valid on combined oil change and filter. Offer good only at participating service. Offer expires 12/31/2020. Golden Hyundai, © 2020

TEMPLATE W43

14
John Echantillons
Or Current Resident
123 Any Street
Hollywood, QC A1B 2C3

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

Back

WINTER

6 x 9" POSTCARD

NEW!



Service Hours:
Mon-Fri 7 AM-7 PM
Sat 8 AM-5 PM

4567 Reynolds Way
Dayton, OH 45678
937.456.7890
www.CloverdaleNissan.com

BUY 3 TIRES GET ONE FOR \$1*

EXPIRES MARCH 31, 2022
SEE YOUR SERVICE ADVISOR FOR DETAILS

DRIVE CONFIDENTLY.
YOU'VE GOT PRECIOUS
CARGO ON BOARD.

Offer eligible on Bridgestone, Continental, Dunlop, Goodyear, Hankook, Kumho, Toyo, and Yokohama OEM, OEA, and RRE tires only. Certain restrictions apply. See dealer for details. Price and offer availability may vary by model. Taxes and fees additional. No cash value. Must present offer to retailer. May not be combined with other offers. Void where prohibited. Ends March 31, 2022.

www.CloverdaleNissan.com

Front

4567 Reynolds Way
Dayton, OH 45678
937.456.7890
www.CloverdaleNissan.com

Service Hours:
Mon-Fri 7 AM-7 PM
Sat 8 AM-5 PM

POSTAGE

COME IN FOR WINTER SERVICE SAVINGS!

www.CloverdaleNissan.com

ALIGNMENT \$20.00 OFF

With Tire Purchase

Certain restrictions apply. See dealer for details. Price and offer availability may vary by model. Taxes and fees additional. No cash value. Must present offer to retailer. May not be combined with other offers. Void where prohibited. Ends March 31, 2022.

TEMPLATE W42

t1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

© 2021 The Reynolds and Reynolds Company 1-800-361-8888 DP5007101219

Back



Gaffney Hyundai
 4567 Reynolds Way | Dayton, OH 45478
 937.456.7890 | www.GaffneyHyundai.com
 HOURS: Monday-Friday 7:00 AM to 6:00 PM
 Saturday 7:00 AM to 5:00 PM

WINTER SAVINGS

Get your vehicle ready with these special winter offers!

NYS Inspection ONLY

\$10.00

Valid only at Gaffney Hyundai. Please present coupon in addition to cost of service. Cannot be combined with any other coupons or specials. Special offer fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount on certain vehicles and services. Expires 4/30/22.

Pot Hole Special

\$99.95

Improve your Hyundai's handling, fuel mileage & treadwear

- Inspect/adjust coiler, camber, & toe if needed
- Inspect suspension & steering linkage
- Road test

Valid only at Gaffney Hyundai. Please present coupon in addition to cost of service. Cannot be combined with any other coupons or specials. Special offer fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount on certain vehicles and services. Expires 4/30/22.

Front

Gaffney Hyundai
 4567 Reynolds Way | Dayton, OH 45478
 937.456.7890 | www.GaffneyHyundai.com
 HOURS: Monday-Friday 7:00 AM to 6:00 PM
 Saturday 7:00 AM to 5:00 PM

POSTAGE

Oil Change Special
 Was \$59.95 Now
\$17.95
 With Complimentary Multi-Point Inspection
 Drain & Replace Oil • Replace Filter

Valid only at Gaffney Hyundai. Please present coupon in addition to time of service. Cannot be combined with any other coupons or specials. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount on certain vehicles and services. Expires 4/30/22.

Check Engine Light
 Computerized Diagnostic Test
FREE
 Run Computerized Diagnostic Test • Retrieve Diagnostic Code
 Report Provided Repairs Or Further Diagnostic Needs

Must present coupon at time of requested service; not valid with any other coupons/specials or previous instructions. Tax and other fees extra, good only at Gaffney Hyundai. See dealer for details. Expires 4/30/22.

Come Check Out The Amenities We Provide To All Of Our Customers!

- Comfortable lounge
- Complimentary Multi-Point Inspection
- Wi-Fi
- OEM Parts
- Complimentary Snacks
- Factory Trained Technicians
- Beverages
- Friendly Representatives
- We Service All Makes & Models

TEMPLATE W41

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

© 2021 The Reynolds and Reynolds Company 1-800-84-0866 DF20K00201

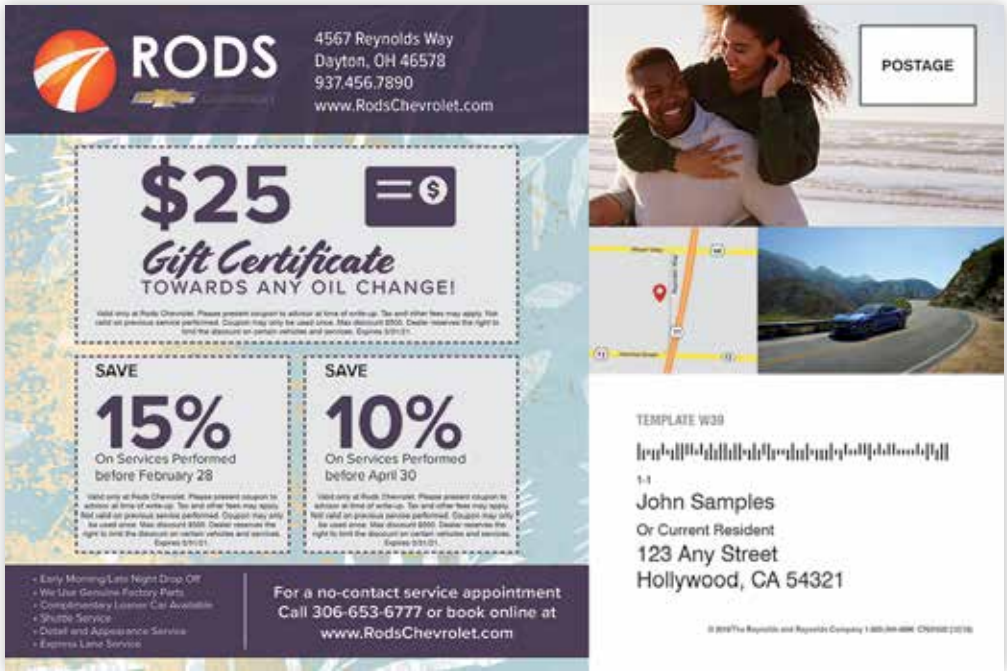
Back

WINTER

6 x 9" POSTCARD



Front



Back

Front

Back

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

WINTER

6 x 9" POSTCARD

You're Ready for Winter. Is Your Vehicle?





WINTER
Service Savings
GAFFNEY

937-456-7890

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

FREE MOUNT AND BALANCE (\$100 value)

Also includes **FREE** lifetime rotations

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

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

FREE FRONT WIPER BLADES (\$50 value)

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

Valid only at Gaffney Toyota
WINTER MAINTENANCE SPECIAL

\$59⁹⁵ CONVENTIONAL **\$74⁹⁵** SYNTHETIC

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

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

Valid only at Gaffney Toyota
SIGHTLINE™ WINDSHIELD WIPER BLADES

\$29⁹⁵

plus tax - Per Pair Installed
Regularly - \$42.95

GET THE RIGHT BLADES FOR YOUR TOYOTA

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

Front

GAFFNEY 4567 Reynolds Way | Dayton, OH 45678 | 937-456-7890

POSTAGE

WINTER
Service Savings

Valid only at Gaffney Toyota
SPEND & SAVE DISCOUNT

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

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

SEE REVERSE SIDE FOR ADDITIONAL SAVINGS

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

- Alignment check
- Battery and system check
- Check and adjust tire pressure
- Electronic Toyota multi-point inspection, including a color print out of the vehicle condition
- State-of-the-art climate controlled service drive-in with Service Valet
- Express Toyota Maintenance Teams & Advisors
- Toyota Factory-trained Advisors and the most Toyota ASE Certified Dealer in the N1 Region
- The most luxurious guest lounge with complimentary complimentary bar with healthy snacks
- Extended service hours and free shuttle service and Uber connection!
- The most Toyota Awarded Dealer in the N1 Region for a world class guest experience
- Guest Relations Manager and Service Concierge team to ensure your satisfaction every time
- Toyota Fleet Service experts including test/lease service and UBER/Rideshare

TEMPLATE W37

11

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

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

© 2021 The Reynolds and Reynolds Company. All rights reserved. Confidential and Proprietary Information.

Back



Front



Back

WINTER

6 x 9" POSTCARD

READY FOR THE COLD?

Bundle UP SPECIALS

GET YOUR <MAKE> READY FOR WINTER!



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

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

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

Front



BATTERY REPLACEMENT
Genuine Mitsubishi Battery

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

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

WINTER SPECIAL
Any Other Service

12% off

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

SCHEDULE ONLINE AT:
WWW.SOUTHSIDEMITSUBISHI.COM

 **SOUTHSIDE MITSUBISHI**

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

POSTAGE

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



TEMPLATE W34
1-1
John Samples
Or Current Resident
123 Any Street
Hollywood, CA 54321

© 2017 The Reynolds and Reynolds Company 1-800-244-0786 2P9818 02/17/18

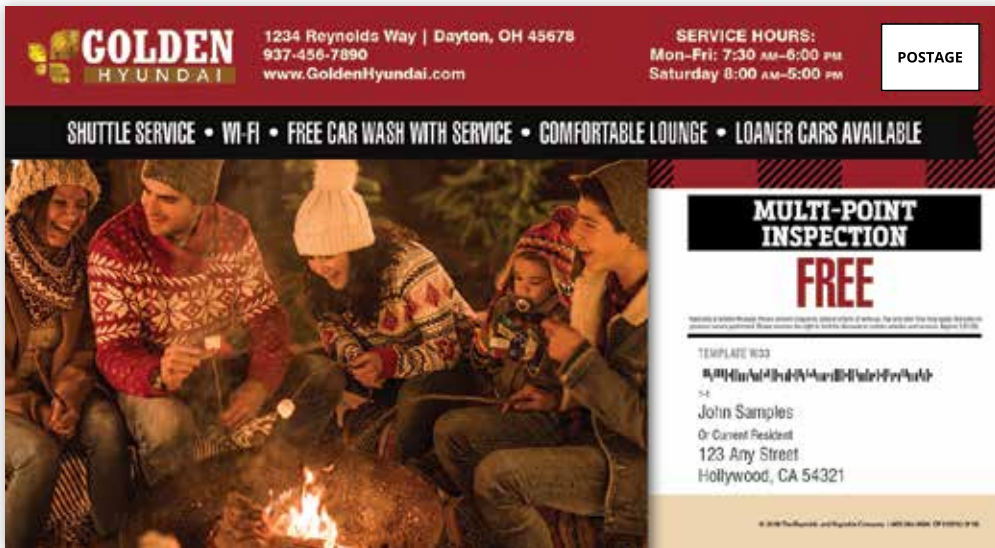
SERVICE HOURS: Monday-Friday 8:00 AM to 5:00 PM • Saturday 9:00 AM to 4:00 PM • Sunday 10:00 AM to 2:00 PM

Back

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



Front



Back

WINTER

6 x 9" POSTCARD

HONDA | **HAVERFIELD**
Honda

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

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

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

**BE SAFE
THIS WINTER.**

Front

FREE BATTERY TEST
with every service

HEADLIGHT RESTORATION
\$75.00

\$10 OFF
any service

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

POSTAGE

HAVERFIELD
Honda

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

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

TEMPLATE W32

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

facebook | twitter | YouTube | G+

Back

REALRESULTS

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

ROI: \$13:1

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

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

COME IN OUT OF THE COLD!

GAFFNEY 1234 Reynolds Way | Dayton, OH 45678
937-456-7890
www.GaffneyToyota.com

Come Check Out The Amenities We Provide To All Of Our Customers!

- Comfortable Lounge
- Rental Cars Available
- Wi-Fi
- Complimentary Multi-Point Inspection
- Complimentary Snacks & Beverages
- OEM Parts
- Shuttle Service
- Factory Trained Technicians
- We Service All Makes & Models

Visit Us Online At:
www.GaffneyToyota.com

Front

\$15 OR 15%
Off Any Needed Maintenance Or Repair

Excludes tires. Customer will receive the greater of the two rewards. Valid only at Gaffney Toyota. Please present coupon to receive at time of service. Not valid on previous or pending performance. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/22.

25% OFF
True Start Batteries

Valid only at Gaffney Toyota. Please present coupon to receive at time of write up. Not valid on previous service performance. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/22.

FREE
Battery Test
Excludes Hybrid Vehicle Lithium Batteries

Valid only at Gaffney Toyota. Please present coupon to receive at time of write up. Not valid on previous service performance. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 3/31/22.

GAFFNEY

1234 Reynolds Way | Dayton, OH 45678 | 937-456-7890
www.GaffneyToyota.com
HOURS: Monday-Friday 7:30am - 5:00pm
Saturday: 8:00am-3:00pm

POSTAGE

TEMPLATE W31

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

<John> Welcome Back! Let Us Get Your <Model> Ready For Winter Driving!

© 2021 The Reynolds and Reynolds Company 1-800-344-0888 (2P20)07 (3/1/22)

Back

WINTER

6 x 11" POSTCARD

Front

Back

RODS CHEVROLET'S

BIG WINTER SERVICE Sale

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

Valid only at Rods Chevrolet. Please present coupons in person at time of service. Tax and other fees may apply that could vary depending on vehicle. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 2/28/19.

Front

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

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

POSTAGE

BIG WINTER SERVICE Sale

Comfortable lounge
Free WiFi
Shuttle service

Online service scheduling at:
WWW.RODSCHEVROLET.COM

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

Additional \$100 Chevrolet Performance coupon applies to this offer. Tax and other fees may apply. Restrictions apply. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 2/28/19.

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

Mounting & Balancing Is An Additional Fee. Excludes Van, Flat & PAX Tires. Ask your Service Advisor for details. Tax and other fees may apply. Restrictions apply. Dealer reserves the right to limit the amount of certain vehicles and services. Expires 2/28/19.

TEMPLATE W27

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

Back

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

WINTER

6 x 11" POSTCARD

REALRESULTS

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

ROI: \$11:1

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

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



Front



Back

HVERFIELD
HONDA
 456 Reynolds Way
 Dayton, OH 45678
 937.456.7890
 www.HaverfieldHonda.com
 Hours:
 Monday-Friday 7 AM to 7:30 PM | Saturday 7 AM to 6 PM

Premier Acura Service
 at Honda Pricing!

John, we have:
 Acura & Honda
 Trained Technicians!
 Acura & Honda
 Factory Parts!

- Factory-Trained Technicians
- OEM Parts
- Coolant Service
- Synthetic Oil
- We Service 44 Makes & Models

Front

Welcome Acura Customers! POSTAGE

We Will Do A FREE Multi-Point Inspection & If You Need Work Done, You Get
12% OFF
 Parts & Labor

Front Brake Pads
\$199.95
 Regularly \$270
 Includes Factory Pads & Machining Of Rotors

First Time Acura Customers
20% OFF
 Any Service

Coolant Service Coupon
\$20 OFF

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

Premier Acura Service at Honda Pricing!
 937.456.7890 | www.HaverfieldHonda.com

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

Back

WINTER

6 x 9" POSTCARD

Jackson Dale
GMC

456 Reynolds Way
Dayton, OH 45678
937-456-7890

Did You Know?

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

John Samples,
DON'T LET A LITTLE WINTER SNOW SLIP UP YOUR PLANS TO COME SEE US

BRING THESE COUPONS WITH YOU ON YOUR NEXT VISIT!

Schedule Your Next Appointment Online:
www.JacksonDaleBGMC.com

Certified Service

Front

Dexos1 Full Synthetic Oil Change

Starting At
\$41.95

Includes 5 quarts of oil & FREE multi-point inspection

Make Your Own Discount!

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

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

And so on... And so on... And so on...

Mount, Balance & Alignment Special

\$119.95

WITH PURCHASE OF 4 TIRES

PLUS RECEIVE A \$20 PREPAID GIFT CARD AND:

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

4 Wheel Alignment

\$59.95

Jackson Dale
GMC

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

TEMPLATE W24

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

Back

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

We Miss You!

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

**JOHN,
 WE OFFER YOU:**

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

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

Front

Winter Savings

Baker Volkswagen

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

POSTAGE

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

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

TIRE ROTATION
\$12.95
 With Brake Check

VARIABLE SAVINGS
 SPEND MORE, SAVE MORE!

Service Value	SAVE
\$50 ⁰⁰ - \$99 ⁹⁹	\$5
\$100 ⁰⁰ - \$199 ⁹⁹	\$10
\$200 ⁰⁰ - \$299 ⁹⁹	\$20
\$300 ⁰⁰ - \$399 ⁹⁹	\$30
\$400 ⁰⁰ - \$499 ⁹⁹	\$40

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

TEMPLATE W23

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

© 2017 The Reynolds and Reynolds Company 1-800-884-0886 8P2017 (11/17)

Back

WINTER

6 x 11" POSTCARD

WINTER SAVINGS

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

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

Maximum savings of \$100. Tax extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/18. SP1202 12/12/17

NISSAN BATTERY REPLACEMENT

\$129.95
installed - most vehicles



Tax extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/18. SP1202 12/12/17

ENGINE LIGHT ON? CODE CHECK INSPECTION

COMPLIMENTARY
code read and code description

\$79.95
for first hour of diagnosis plus additional time for repair if needed



Tax extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/18. SP1202 12/12/17

BIG winter SALE

JOHN,
WINTERIZE YOUR VEHICLE WITH CLOVERDALE NISSAN TODAY!




Cloverdale NISSAN

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

Front

BRAKE SPECIAL

front or rear axle

\$229.95

Includes machining of rotors and new Value Advantage brake pads



Tax extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/18. SP1202 12/12/17

WIPER BLADES REPLACEMENTS

Maintenance Advantage Wiper Blades

\$12.95
each - installed



Tax extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/18. SP1202 12/12/17

OIL CHANGE SPECIAL



\$33.95 Includes:
• 5 quarts regular oil & filter
• multi-point inspection.

OR

\$62.95 Oil Change Plus Includes:
• 5 quarts regular oil & filter
• tire rotations
• air filter replacement
• multi-point inspection.

Synthetic oil sold some vehicles higher. Tax extra. Please present coupon to advisor at time of write-up. May not be combined with any other offers. Only valid at Cloverdale Nissan. Coupon expires 2/28/18. SP1202 12/12/17



POSTAGE



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

TEMPLATE W17



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

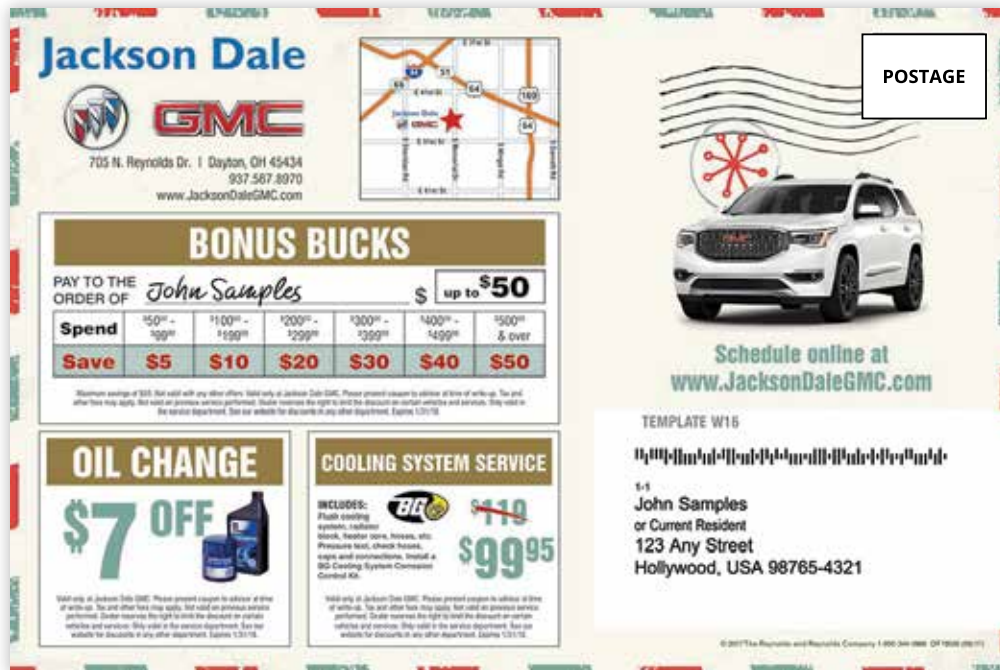
© 2017 The Reynolds and Reynolds Company. All rights reserved. Confidential and Proprietary Information.

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

Back



Front



Back

WINTER

6 x 9" POSTCARD

REALRESULTS

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

ROI: \$19:1

TARGET: INACTIVE CUSTOMERS

HOOK: \$9 OFF ANY OIL CHANGE

Front

Back



Front



Back

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

WINTER

6 x 9" POSTCARD

REALRESULTS

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

ROI: \$20:1

TARGET: ACTIVE & INACTIVE CUSTOMERS

HOOK: \$27.95 SYNTHETIC OIL CHANGE



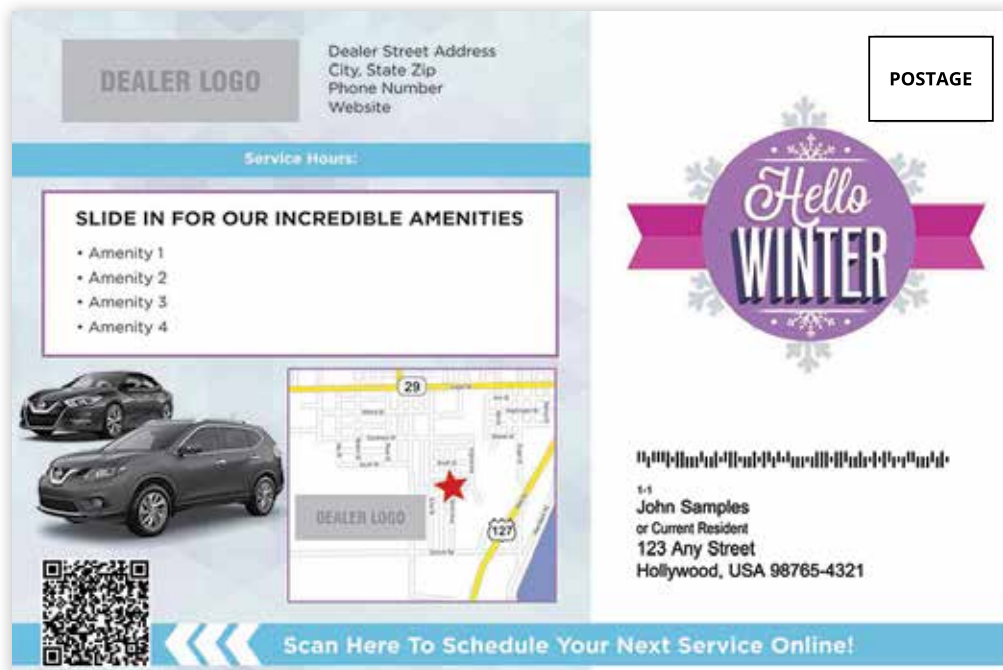
Front



Back



Front



Back

WINTER

8 x 14" SELF-MAILER

NEW!



Outside

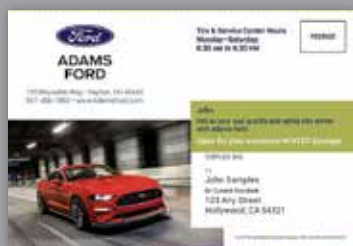
FOLDED



Front



Inside



Back

OUR GIFT FOR JOHN

\$25 Gift Certificate
TOWARDS ANY OIL CHANGE!

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

POSTAGE

GAFFNEY KIA

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

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

**THE WEATHER OUTSIDE
IS FRIGHTFUL,**

But our deals are delightful.

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

Outside

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

SPIN

GAFFNEY KIA

Get ready with these special winter savings!

BATTERY INSTALLATION
FREE
with the purchase of
a battery

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

WRITE YOUR OWN CHECK! **GAFFNEY KIA**

Pay to the order of *John Samples*

Spend	'0-\$149	'50-\$99	'100-\$199	'200-\$299	'300-\$399	'400 & Over!
SAVE	'10	'15	'20	'30	'40	'50

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

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

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

We service all makes & models!

- Factory Direct Subscriptions
- Early Lease Drop Off
- New Year Service Factory Dept.
- Complimentary Loaner Car Available
- 24/7 Roadside Assistance
- 24/7 Accident Repair Major Claims
- Carfax
- Vehicle Service
- Customized Repairs and Service
- Express Lane Service

Appointments suggested but not required.

Inside

FOLDED

**THE WEATHER OUTSIDE
IS FRIGHTFUL,**

But our deals are delightful.

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

Front

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

POSTAGE

GAFFNEY KIA

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

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

Back

WINTER

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



Outside



Inside

FOLDED



Front



Back



Outside

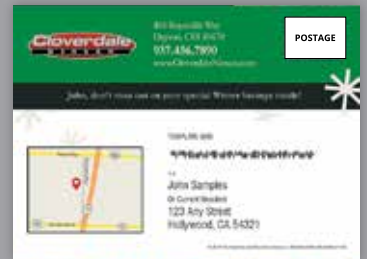


Inside

FOLDED



Front



Back

WINTER

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



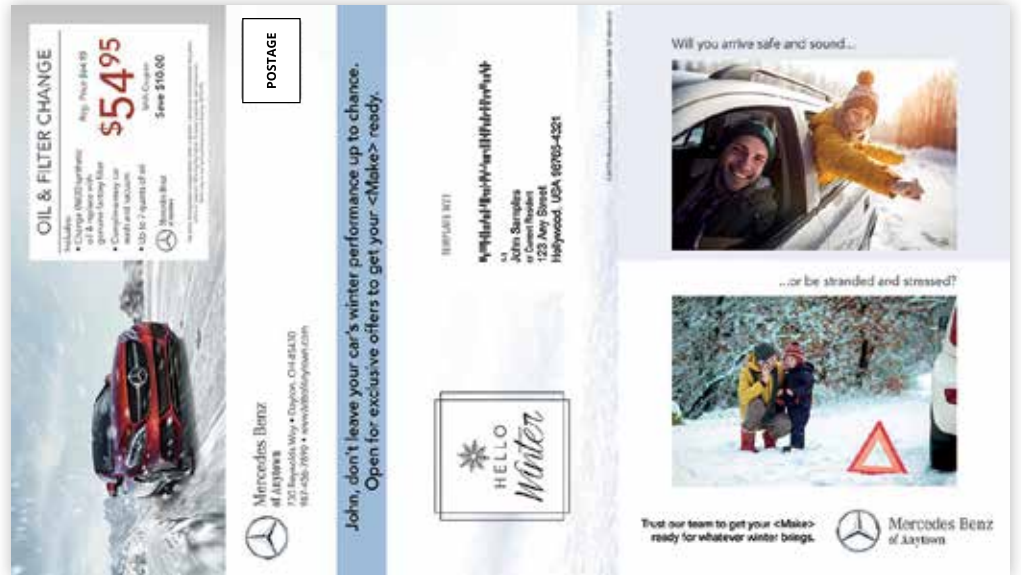
Front



Back

WINTER

8 x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

10½ x 17" SELF-MAILER



Outside



Inside

FOLDED



Front



Back

WINTER

8½ x 14" SELF-MAILER



Outside

FOLDED



Front



Back



Inside




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



John Samples
123 Any Street
Hollywood, USA 98765-4321



MAXIMIZE YOUR DRIVING EXPERIENCE WITH LEXUS APPROVED TIRES.

Maximize your vehicle's original performance by replacing with tires that offer factory-approved benefits. The best of original equipment replacement for your Lexus. Competitively priced to ensure you know the benefits.

PRICE MATCH GUARANTEE

Goodyear, Michelin, Continental, Bridgestone, Dunlop

750 Reynolds Way
Dublin, OH 45430
(937) 456-7890
www.lexusofanytown.com

LEXUS OF ANYTOWN



Postage: 7.00 per 5,000 lbs. (1000) 5.00 per 1000 lbs.

Outside




(937) 456-7890

IS YOUR VEHICLE READY FOR THE COLDER WEATHER?

<p>OIL & FILTER CHANGE</p> <p>Includes: • Change OVI20 synthetic oil & replace with genuine factory filter • Complimentary car wash and vacuum • Up to 7 quarts of oil</p> <p style="text-align: right;">\$54.95</p> <p style="text-align: right; font-size: small;">Reg. Price \$64.95 With Coupon Save \$10.00</p>	<p>BATTERY INSPECTION & REPLACEMENT SPECIAL</p> <p>Come in for your year-over-year battery inspection and we'll test, clean, recondition, or replace if necessary. Loss of 25% capacity or 27 months or fewer. Recharge Replacement Battery!</p> <p style="text-align: right;">NOW \$20.00 OFF</p>																
<p>BRAKE SPECIAL</p> <p>Includes: • Front and rear brake pads with Ceramic Iron Parts • Inspect brake rotors, calipers & check brake fluid • Wheel flush & tire valve service</p> <p style="text-align: right;">\$159.95</p> <p style="text-align: right; font-size: small;">Front Or Rear Brakes With Copper</p>	<p>ALIGNMENT SPECIAL</p> <p>• Balance Tires • Rotate Tires • 4 Wheel Alignment</p> <p style="text-align: right;">\$70.00 OFF</p>																
<p>GENUINE LEXUS ALL-WEATHER MATS</p> <p>Reg. Price \$279.95</p> <p style="text-align: right;">\$99.95</p> <p style="text-align: right; font-size: small;">With Coupon</p>	<p>SPECIAL SAVINGS</p> <p>Save Up To \$150</p> <table style="width: 100%; font-size: x-small;"> <tr> <td>Special \$200-\$299</td> <td>SAVE \$10</td> <td>Special \$300-\$399</td> <td>SAVE \$20</td> </tr> <tr> <td>Special \$400-\$499</td> <td>SAVE \$30</td> <td>Special \$500-\$599</td> <td>SAVE \$30</td> </tr> <tr> <td>Special \$600-\$699</td> <td>SAVE \$40</td> <td>Special \$700-\$799</td> <td>SAVE \$40</td> </tr> <tr> <td>Special \$800-\$899</td> <td>SAVE \$50</td> <td>Special \$900-\$999</td> <td>SAVE \$50</td> </tr> </table>	Special \$200-\$299	SAVE \$10	Special \$300-\$399	SAVE \$20	Special \$400-\$499	SAVE \$30	Special \$500-\$599	SAVE \$30	Special \$600-\$699	SAVE \$40	Special \$700-\$799	SAVE \$40	Special \$800-\$899	SAVE \$50	Special \$900-\$999	SAVE \$50
Special \$200-\$299	SAVE \$10	Special \$300-\$399	SAVE \$20														
Special \$400-\$499	SAVE \$30	Special \$500-\$599	SAVE \$30														
Special \$600-\$699	SAVE \$40	Special \$700-\$799	SAVE \$40														
Special \$800-\$899	SAVE \$50	Special \$900-\$999	SAVE \$50														

Customer Care

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

Convenience

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

Quality

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

Inside

FOLDED



Front



Back

WINTER

10½ x 17" SELF-MAILER



Outside

FOLDED



Front



Back



Inside

8½ x 11" SELF-MAILER

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

\$50 Off Any Remote Start System, installed

Service Hours: Mon-Fri 9am to 5pm | Sat 9am to 5pm

John...
Warm up with Winter service specials & save up to \$300 with the offers inside

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

123 Any Street
Hollywood, USA 90765-4321
555-555-5555
www.kiaofusa.com

DEALER LOGO

Outside

Warm up with *Great Deals* on Great Service!

LUBE, OIL & FILTER
only \$24.95

KEVIN'S KIA'S WINTER PACKAGE
Remote Starter & All Weather Floor Mats
\$474.99

MULTI-POINT INSPECTION
Complimentary!

CERTIFIED COLLISION & COSMETIC CENTER
Free ESTIMATES

TIRES
Buy 3 Tires & Get The 4th For \$1

ALL FACTORY ACCESSORIES
15% Off

DO IT YOURSELF SPECIAL
10% Off

VARIABLE DISCOUNT COUPON

Amenities:

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

DEALER LOGO

Inside

FOLDED

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

\$50 Off Any Remote Start System, installed

Front

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

John...
Warm up with Winter service specials & save up to \$300 with the offers inside

123 Any Street
Hollywood, USA 90765-4321
555-555-5555
www.kiaofusa.com

DEALER LOGO

Back

WINTER

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



DEALER LOGO Address, City Zip
Phone
Website POSTAGE



Dear John,

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

We wish you all the best this Winter!

Sincerely,
Dealership Signature
Title
Dealership Name
Phone
Website
Hours



FOLDED



Front



Outside

Inside



Back



Front

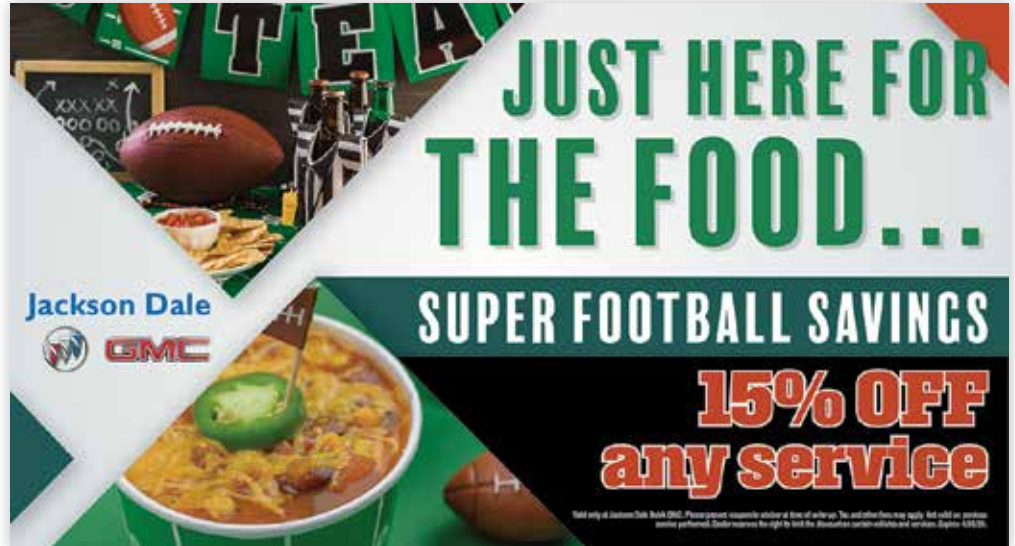


Back

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

FOOTBALL

6 x 11" POSTCARD



Front



Back

Score BIG Saving!

DEALER LOGO

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

EXTRA POINT SPECIAL
Oil Change & Filter

Includes:
• 5 quarts regular oil & filter
• FREE brake pad inspection
• FREE multi-point inspection

\$29⁹⁵

©P 2020 GM. Service performed on vehicles designed from 2010 to 2019. See dealer for details. *Excludes certain GM models. See dealer for details. †Excludes certain GM models. See dealer for details. ‡Excludes certain GM models. See dealer for details.

QUARTERBACK SNEAK SPECIAL
TIRES, MEET OR BEAT ANY PRICING

We have your tires, buy any 4 tires and sneak in an alignment for

\$29⁹⁵

and brake inspection. Call for your specific vehicle for sizes.

©P 2020 GM. The price of tires and alignment is subject to change without notice. See dealer for details. †Excludes certain GM models. See dealer for details. ‡Excludes certain GM models. See dealer for details.

FREE Car Wash
With Any Service

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

Visit Us Online

Front

Are You Ready For Some Football Specials?

DEALER LOGO

POSTAGE

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

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

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

©P 2020 GM. See dealer. Please present coupon to receive at time of service. See dealer for details. †Excludes certain GM models. See dealer for details. ‡Excludes certain GM models. See dealer for details.

2 POINT CONVERSION SPECIAL
Front Or Rear Brake Replacement
And Rotors Turned

Starting At

\$199⁹⁵

©P 2020 GM. See dealer. Please present coupon to receive at time of service. See dealer for details. †Excludes certain GM models. See dealer for details. ‡Excludes certain GM models. See dealer for details.

WIPER BLADE REPLACEMENT INSERTS

\$12⁹⁵ Each Installed

©P 2020 GM. See dealer. Please present coupon to receive at time of service. See dealer for details. †Excludes certain GM models. See dealer for details. ‡Excludes certain GM models. See dealer for details.

Use your smartphone to schedule your next service appointment online

TMPLATE FB3

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

We Service All Makes & Models

Back

VALENTINE'S DAY

6 x 11" POSTCARD

NEW!



Front



Back

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



SWEET SAVINGS FOR JOHN

Schedule online for no-wait service.

SCAN HERE NOW

HAPPY VALENTINE'S DAY!

Cloverdale NISSAN

4567 Reynolds Way | Dayton, OH 45678
937.456.7890 | www.CloverdaleNissan.com

Front

Cloverdale NISSAN

4567 Reynolds Way
Dayton, OH 45678
937.456.7890
www.CloverdaleNissan.com

POSTAGE

\$19.95 OIL CHANGE!
Conventional Reg. \$44.95

\$20 OFF ANY SERVICE!
at Cloverdale Nissan

LESS THAN 1 MILE FROM DAYTON PARK!

WE PRICE MATCH COMPETITOR OFFERS!

- Total car care
- Nissan technicians
- Same day service
- Comfortable lounge
- FREE car wash

TEMPLATE V14
 11
 John Échantillons
 Dr Current Resident
 123 Any Street
 Hollywood, QC A1B 2C3

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

Back

VALENTINE'S DAY

6 x 11" POSTCARD

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

I'm yours NO REFUND

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

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

Front

HAVERFIELD
Honda

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

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

WE OFFER:

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

4 WHEEL ALIGNMENT \$79.99

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

Be mine Valentine!

POSTAGE

TEMPLATE YES

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

Back



Front



Back

VALENTINE'S DAY

6 x 9" POSTCARD



Front



Back



Front



Back

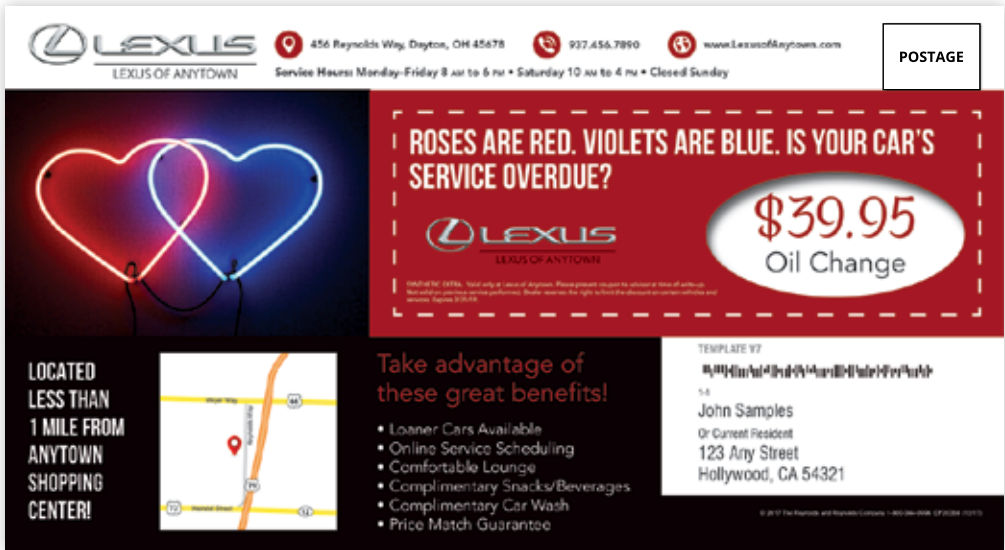
WANT TO SEE A SAMPLE?
Contact your Reynolds Document Consultant, or email RDS@reyrey.com.

VALENTINE'S DAY

6 x 11" POSTCARD



Front



Back

REALRESULTS

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

ROI: \$26:1

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

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

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

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

Sweetheart Deal
\$24.95
Oil Change
*Synthetic extra

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

Front

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

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

POSTAGE

Sweet Savings for John!

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

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

MY HEART RACES FOR YOU!

TO: FROM:

WRITE YOUR OWN CHECK!

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

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

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

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

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

© 2017 The Reynolds and Reynolds Company. 13663444880 04/2019 (11/19)

Back

VALENTINE'S DAY

6 x 11" POSTCARD

REALRESULTS

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

ROI: \$23:1

TARGET: SERVICE DUE & INACTIVE CUSTOMERS

HOOK: \$10 OFF ANY SERVICE



Front



Back

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



Outside



Inside

FOLDED



Front



Back

VALENTINE'S DAY

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



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back



Document Services