

Easy. Engaging. Effective.



**McNews**  
Nissan  
ALPHEAN TOYOTA

**Summer SAVINGS EVENT**

SEE OUR DEAL

**\$1,000 OVER**  
WELLS BLUE BOOK FMSV VALUE

SUMMER SERVICE SPECIAL

**FREE**  
WORK PLACES

LOVE OUR SERVICE?

SUBARU



**Cloverdale**  
Nissan

3027 Reynolds Ave. | Montreal, QC H3R 0K9  
452-466-7822  
www.cloverdale.com

**WE WANT YOUR VEHICLE!**

YOUR «NISSAN» IS WORTH MORE THAN EVER!  
SEAR THIS QR CODE & SEE WHAT YOUR CAR IS WORTH!

UPGRADE TO A NEW «NISSAN» AND GET TOP DOLLAR FOR YOUR TRADE WHILE THE MARKET IS HOT!

exchange

Sell Us Your Car  
**FAST. EASY. FAIR.**



**COFE ENDRY**  
Lincoln  
A FIFTH AVENUE LINCOLN

3000 Avenue Lacombe, | St-Jean-sur-Richelieu, QC J3A 1K1

95-1000-1000

Service Menu

SYNTHETIC BLENDING OIL CHANGE & INSPECTION

SAVINGS THAT GROW

POI HOLES SPECIAL

HOW ONLY \$109<sup>95</sup>



**GOLDEN HYUNDAI**

GET READY FOR SUMMER

Factory Trained Technicians | Satisfaction Guarantee | Online Service Scheduling | We Service All Makes & Models  
Wi-Fi | Complimentary Snacks/Beverages | Complimentary Multi-Point Inspection | Rental Cars Available



**GAFFNEY KIA**

HELLO SUMMER

**\$10 OFF ANY SERVICE**

937.456.7890  
www.GaffneyKia.com

SERVICE HOURS:  
Monday-Friday 7:30 AM to 6:00 PM  
Saturday 8:00 AM to 3:00 PM

Extra \$5 off when you schedule service online!

# 2022 CANADIAN SUMMER MAILER TEMPLATES

May, June, July  
Summer

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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.

# 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!

# SEASONAL OFFERS

Here are some offers that are popular during this season. The coupons and codes are taken from our Coupon Library.

CL-AC-4

## A/C Performance Check

**\$00<sup>00</sup>**

Includes

- Performance test for proper cooling
- Inspect hoses and lines for visible leaks
- Inspect drive belts
- Inspect and air clean condenser and radiator grills
- Inspect cabin air filter
- Estimate provided if any repairs needed

DISCLAIMER. EXPIRATION DATE.

CL-DE-5

## Complete Detail Package

**\$00<sup>00</sup>**

- Exterior detailing includes: fully wash, wax, buff/shine, clean alloy wheels, tire shine. Interior detailing includes: fully vacuum and shampoo carpet, shampoo seats and clean leather, clean dash area and doors, clean windows

DISCLAIMER. EXPIRATION DATE.

CL-EN-5

## Cooling System Fluid Exchange

**\$00<sup>00</sup>**

Can reduce exhaust emissions, may improve gas mileage, may improve starting, and smooth idle & performance.

Includes

- Inspect belts & hoses, heater & radiator
- Drain/fill cooling system with 1 gal. of coolant

DISCLAIMER. EXPIRATION DATE.

CL-GD-22

## Summer Road Trip Package

**\$00<sup>00</sup>**

Includes

- Oil change
- A/C check
- Tire and brake inspection
- Tire rotation
- Tire pressure check
- Multi-point inspection

DISCLAIMER. EXPIRATION DATE.

CL-PA-9

## Wipers and Installation

**\$00<sup>00</sup> PER PAIR**

Installation Included

DISCLAIMER. EXPIRATION DATE.

CL-TI-5

## Tire Rotation and Balance

**\$00<sup>00</sup>**

Includes

- Rotate 4 tires
- Inspect tread for wear
- Computerized balance test
- Set proper tire pressure

DISCLAIMER. EXPIRATION DATE.

# 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



**Jackson Dale** 1234 Hollywood Ave. 0085  
Hollywood, CA 45401  
123.456.7890

DATE: 06/01/19

PAY TO THE ORDER OF: John Samples

\$ 5<sup>00</sup>

Five dollars - good towards any service performed DOLLARS

FOR: The Jackson Dale Automotive Rebate

Dave Hoffman

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 8/31/2017

⑆155774587⑆ 834872695⑆ 0085

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



**Jackson Dale** 1234 Hollywood Ave. 0085  
Hollywood, CA 45401  
123.456.7890

DATE: 06/01/18

PAY TO THE ORDER OF: Joe Buyer

\$ 10<sup>00</sup>

Ten dollars - good towards any service performed DOLLARS

FOR: The Jackson Dale Automotive Rebate

Dave Hoffman

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 8/31/2017

⑆155774587⑆ 834872695⑆ 0085

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



**Jackson Dale** 1234 Hollywood Ave. 0085  
Hollywood, CA 45401  
123.456.7890

DATE: 06/01/18

PAY TO THE ORDER OF: Jane Smith

\$ 15<sup>00</sup>

Fifteen dollars - good towards any service performed DOLLARS

FOR: The Jackson Dale Automotive Rebate

Dave Hoffman

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 8/31/2017

⑆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.

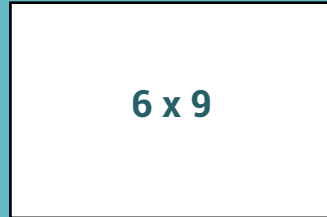
# IDEAS

## GENERAL SUMMER

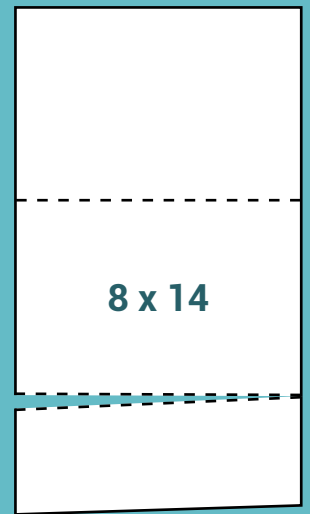
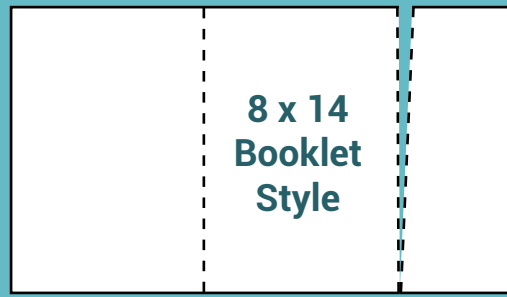
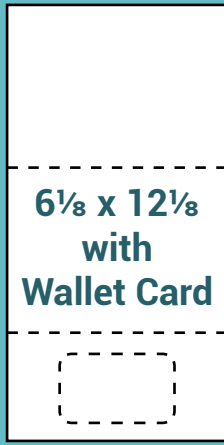
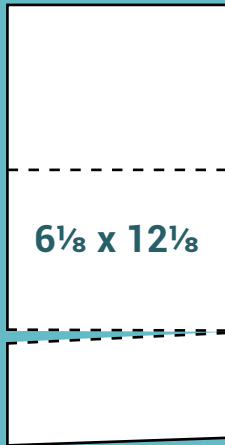
- Pre-Vacation Service Savings
- Road Trip Specials
- Life's a Picnic
- Summer Picnic Sale
- Summer of Savings
- Hot Savings
- Sizzling Savings
- Cool Summer Special
- Beat the Heat
- Dog Days of Summer
- Sunny Summer Savings
- Summer Vacation Sale
- Hottest Discounts
- Red Hot Savings
- Celebrate Summer
- Hot Days, Cool Savings

# SIZES

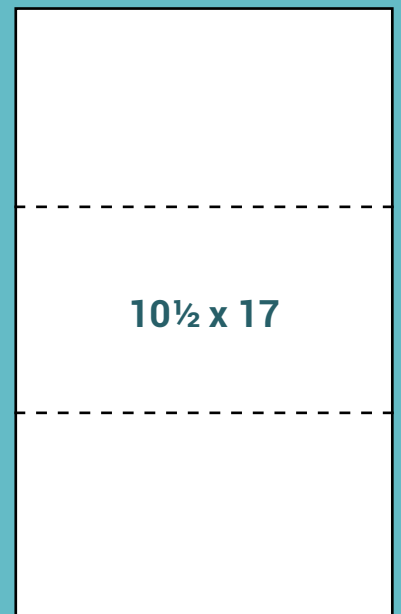
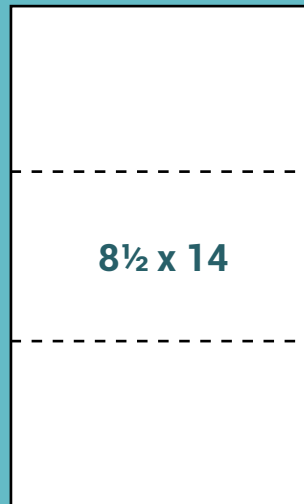
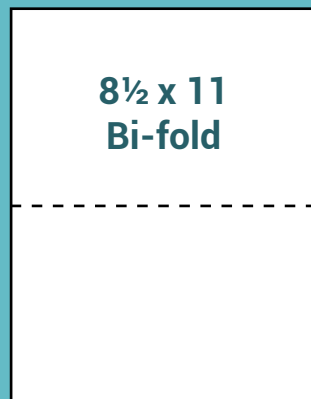
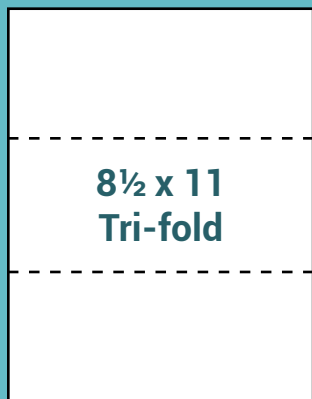
## POSTCARDS



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



## SELF-MAILER





SUMMER

# TEMPLATES

## THEMES

GENERAL  
SUMMER

## SIZES

6 x 9" POSTCARD

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

6 x 11" POSTCARD

8 x 14" SELF-MAILER

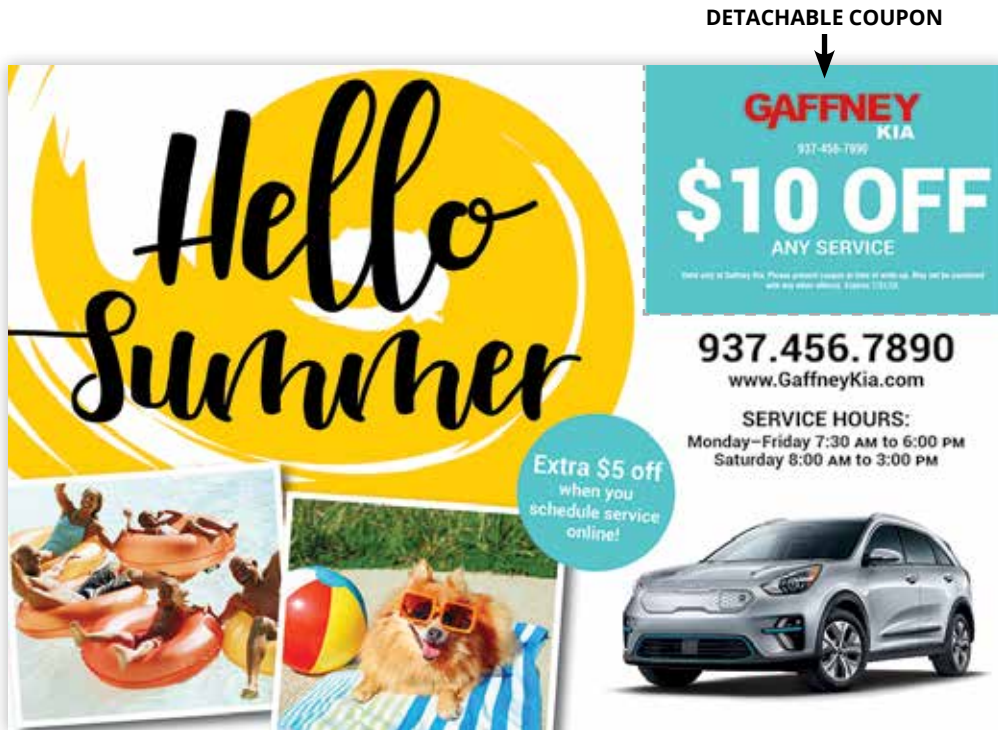
8 $\frac{1}{2}$  x 11" SELF-MAILER

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.



Front



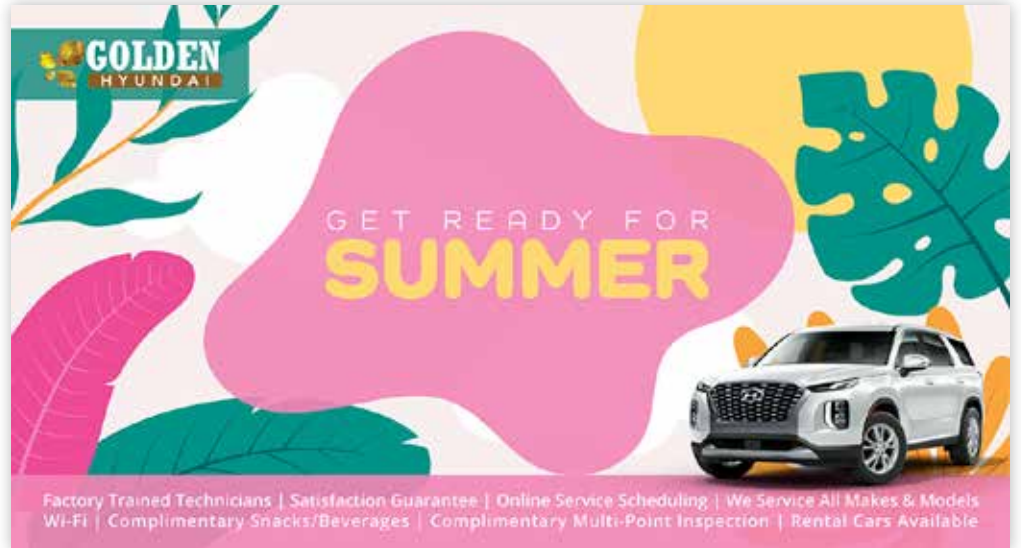
Back

GENERAL  
SUMMER

6 x 11" POSTCARD

NEW!

Style(s): Illustrated, Clean,  
Abstract



Front



Back

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





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

**SERVICE HOURS:**  
Monday - Friday 7:30 AM - 6:00 PM  
Saturday 8:00 AM - 1:00 PM

## WE WANT YOUR VEHICLE!

**YOUR <NISSAN> IS WORTH MORE THAN EVER!  
SCAN THIS QR CODE & SEE WHAT YOUR CAR IS WORTH!**

**UPGRADE TO A NEW <NISSAN> AND GET TOP DOLLAR  
FOR YOUR TRADE WHILE THE MARKET IS HOT!**






**Sell Us Your Car  
FAST. EASY. FAIR.**

Front



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

**SERVICE HOURS:**  
Monday - Friday 7:30 AM - 6:00 PM  
Saturday 8:00 AM - 1:00 PM

POSTAGE

**\$15 OFF**  
**ANY OIL CHANGE  
AND TIRE ROTATION  
PACKAGE**

Regular, synthetic, or diesel included.  
Valid only at Cloverdale Nissan. Please observe  
restrictions shown at time of service. 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 7/31/2022.

**A/C INSPECTION  
AND CLEANING**  
**\$54<sup>97</sup>**

A/C inspection, and Frigi-Fresh  
A/C cleaning (sanitizes, deodor-  
izes, and leaves a fresh scent).  
Valid only at Cloverdale Nissan. Please observe  
restrictions at time of service. 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 7/31/2022.

**SUPER SUMMER  
SAVINGS**

SPEND	SAVE
\$100 <sup>00</sup> -\$199 <sup>99</sup>	\$10 <sup>00</sup>
\$200 <sup>00</sup> -\$299 <sup>99</sup>	\$20 <sup>00</sup>
\$300 <sup>00</sup> -\$399 <sup>99</sup>	\$30 <sup>00</sup>
\$400 <sup>00</sup> -\$499 <sup>99</sup>	\$40 <sup>00</sup>
\$500 <sup>00</sup> OR MORE...	\$50 <sup>00</sup>

Cannot be combined, and like this. Valid only  
at Cloverdale Nissan. Please observe  
restrictions at time of service. 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 7/31/2022.



**Beat the heat and stop in to see us!**

- Factory Trained Technicians
- Comfortable Lounge
- OEM Parts
- Wi-Fi
- We Service All Makes and Models
- Complimentary Multi-Point Inspection

**We Honor  
Competitors'  
Coupons!**

TEMPLATE CARD



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

Back

GENERAL  
SUMMER

6 x 9" POSTCARD

NEW!

Style(s): Clean, Minimalist



REALRESULTS

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

**ROI: \$12:1**

**TARGET: ALL ADDRESSES WITHIN A 2 MILE RADIUS OF DEALERSHIP**

**HOOK: \$15 OFF OIL CHANGE AND TIRE ROTATION**

Front

Quick Lane at Adams Ford | 4567 Reynolds Way • Dayton, OH 45678 | 937.456.7890 | www.QuickLaneatAdamsFord.com

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

**OIL CHANGE AND TIRE ROTATION**  
**\$15 OFF** Includes standard, full synthetic and diesel vehicles. Packages starting at \$59.99 before coupon.

**A/C RECHARGE**  
**JUST \$145 OFF SAVE \$25** Included A/C inspection and up to 2 lbs of Freon 134A.

**TURN UP THE HEAT EVEN MORE**

You Spend This:	You Save This!
1100 - 1199 <sup>MSRP</sup>	\$15.00 OFF
1200 - 1299 <sup>MSRP</sup>	\$30.00 OFF
1300 - 1399 <sup>MSRP</sup>	\$45.00 OFF
1400 - 1499 <sup>MSRP</sup>	\$60.00 OFF
1500 or More!	\$75.00 OFF

**BUY 4 SELECT TIRES...**  
 GET A **\$70 REBATE** By mail or earn 30,000 FordPass™ Rewards bonus Points when you buy four select tires.\*

On these name brands: Goodyear, Dunlop, Michelin®, Hankook®, Continental, Pirelli®, Bridgestone, Firestone, Yokohama®, Toyo®, Nitto®

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

Back

GENERAL  
SUMMER

6 x 9" POSTCARD

NEW!


Style(s): Luxurious, Abstract




REALRESULTS

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

 **ROI: \$163:1**

 **TARGET: 2010-2021 FORD AND LINCOLN VEHICLES, 10-36 MO SINCE SERVICE; 30 MI RADIUS**

 **HOOKS: \$69.96 SYNTHETIC BLEND OIL CHANGE + TIRE ROTATION**



Front



Back

GENERAL  
SUMMER

6 x 11" POSTCARD

NEW!

Style(s): Asymmetrical, Clean,  
Fabricated



REALRESULTS

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

**ROI: \$129:1**

**TARGET: 2000-2020  
ACURAS, 10-24 MO  
SINCE SERVICE, 30  
MI RADIUS**

**HOOK: \$59.95  
EXPRESS SYNTHETIC  
OIL CHANGE**

Front

Back





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

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

# Summer

## SAVINGS EVENT

**ONE HOT DEAL**



**\$1,000 OVER**  
KELLY BLUE BOOK FAIR VALUE

Scan this code to get your (trade-in value)

Valid only at McNew Subaru Superstore. Based on average driving of 12,000 miles per year, good mechanical condition, low miles of lease, mileage and excludes fees.



**SUMMER SERVICE SPECIAL**

BUY ONE, GET ONE

**FREE**

**WIPER BLADES**

Valid only at McNew Subaru Superstore. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Expires 10/31/22.



WE SERVICE AND REPAIR ALL MAKES AND MODELS!

**LOVE OUR SERVICE?**  
PLEASE BRING YOUR OTHER VEHICLES TO US!



**SUBARU**

Front



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

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



POSTAGE

**DETAIL SPECIAL**

INTERIOR/EXTERIOR DETAILING

**\$199.95 +TAX**

Exterior Detailing includes:  
fully wash, wax, buff/polish, clean alloy wheels, tire shine

Interior Detailing includes:  
fully vacuum and clean carpets, clean seats, leather, dash area, doors and windows

Valid only at McNew Subaru Superstore. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 10/31/22.

**A/C SERVICE SPECIAL**

**\$150.00**

**\$20.00 OFF!**

Includes

- Evaluate and recharge system
- Up to 2.5 lbs. Freon
- Check for leaks, inspect air duct and serpentine belt, add deodorizer
- Visually inspect hoses, fittings, and seals

Valid only at McNew Subaru Superstore. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 10/31/22.

TEMPLATE SM60



1:1

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

© 2021 The Reynolds and Reynolds Company 1-800-444-0000 09/2020 00070

**\$15.00 OFF**

ANY SERVICE \$99 OR MORE

\*Includes Parts And Labor

FREE CAR WASH WITH ANY SERVICE!

Valid only at McNew Subaru Superstore. Please present coupon to advisor at time of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain vehicles and services. Expires 10/31/22.

Back

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



GENERAL SUMMER

6 x 11" POSTCARD

Style(s): Asymmetrical, Typographic



Front



Back



Front



Back

GENERAL SUMMER

6 x 9" POSTCARD

Style(s): Clean, Fun

REALRESULTS

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

ROI: \$14:1

TARGET: 2010-2018 CHRYSLER AND NISSAN VEHICLES, 12-36 MO SINCE SERVICE, 35 MI RADIUS

HOOK: \$20 OFF OIL CHANGE



Front



Back

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



Front



Back

GENERAL  
SUMMER

6 x 11" **MAGNET POSTCARD**

Style(s): Clean, Illustrated,  
Typographic



Front



Back

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

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



GENERAL SUMMER

6 x 11" POSTCARD

Style(s): Fun, Abstract

REALRESULTS

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

**ROI: \$38:1**

**TARGET: ALL LEXUS VEHICLES, 18-36 MO SINCE SERVICE; 15 MI RADIUS**

**HOOK: \$25 OFF OIL CHANGE**



Front



Back

GENERAL  
SUMMER

6 x 9" POSTCARD

Style(s): Clean, Fun, Illustrated, Vintage

**REALRESULTS**

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

**ROI: \$45:1**

**TARGET: ALL MAKES AND YEARS; 3-24 MO SINCE SERVICE; 30 MI RADIUS**

**HOOKS: OIL CHANGE: \$54.95 FOR 1 OR 3 FOR \$119; VARIABLE \$5-\$15 OFF BASED ON LAST SERVICE DATE**



Front



Back

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



GENERAL SUMMER

6 x 11" POSTCARD

Style(s): Illustrated, Fun, Rustic

REALRESULTS

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

**ROI: \$32:1**

**TARGET: FORD AND LINCOLNS, 12-48 MO SINCE SERVICE; 10 MI RADIUS**

**HOOK: BONUS BUCKS, UP TO \$100 OFF**






Front



Back



Front

 <p><b>Baker Volkswagen</b> 456 Reynolds Way Dayton, OH 45678 937-456-7890 www.BakerVW.com</p> <p>Hours: Monday–Friday 7:00 AM to 6:00 PM Saturday 7:00 AM to 5:00 PM Sunday Closed</p>		 <div style="border: 1px solid black; padding: 2px; display: inline-block;">POSTAGE</div> <p><i>Keep cool</i> this summer!</p>
<p><i>Summer Oil Change Special</i></p> <p><b>\$20 off</b> Any Oil change service</p> <p><small>Please present coupon to advisor at time of service. May not be combined with any other offers. Not valid with discounted services. Only valid at Baker Volkswagen. Expires 8/31/18.</small></p>	<p>Chill out at Baker Volkswagen!</p> <p>AIR CONDITIONED lounge with Wi-Fi</p> <p>Complimentary snacks and COLD beverages (and hot ones too)</p> <p>COOL DOWN in the car wash—free with any service</p> <p>INDOOR kids play area</p>	<p><b>John, Hurry before this offer melts away!</b></p> <p>TEMPLATE SM41</p>  <p>1-1 John Samples Or Current Resident 123 Any Street Hollywood, CA 54321</p> <p><small>© 2018 The Reynolds and Reynolds Company 1-800-384-0840 2P2188 2P118</small></p>

Back

GENERAL  
SUMMER

6 x 11" POSTCARD

Style(s): Clean, Rustic

Your choice of local scenery here.



Chisos Mountains

# ROAD TRIP!

Take advantage of our summer service specials today!

**Jackson Dale**



188 Reynolds Way  
Dayton, TX 45678  
(937) 456-7890  
www.JacksonDaleBGMC.com

**WILDCARD SERVICE DISCOUNT**

20% OFF

May be used on any qualified repair or service. Ask Service Advisor for details.  
**UP TO \$120 IN SAVINGS.**

Maximum \$120 in savings. Not valid on the first. Restricted to certain categories of vehicle. Excludes taxes and other fees. See website for complete terms and conditions. ©2022 The Reynolds and Reynolds Company. All rights reserved. www.JacksonDaleBGMC.com

**CHECK ENGINE LIGHT DIAGNOSTIC**

**FREE**

- FREE Check Engine Light Diagnostic to determine initial fault codes.
- Includes inspection of system and associated hoses and belts.
- FREE Multi-Point Inspection.

Save \$120 off normal price.

Maximum \$120 in savings. Not valid on the first. Restricted to certain categories of vehicle. Excludes taxes and other fees. See website for complete terms and conditions. ©2022 The Reynolds and Reynolds Company. All rights reserved. www.JacksonDaleBGMC.com

Front

**Jackson Dale**



456 Reynolds Way  
Dayton, TX 45678  
(937) 456-7890  
www.JacksonDaleBGMC.com

**Service Hours**  
Monday-Friday 7:30 am to 5:30 pm  
Saturday 8:00 am to 1:00 pm  
Closed Sunday

POSTAGE

Is your vehicle ready for a summer

# ROAD TRIP?



San Antonio Riverwalk

- FREE** Car Wash with Service
- FREE** Shuttle Service

**\$34.95 OIL CHANGE PACKAGE IS BACK!**

**INCLUDES:**

- FREE Tire Rotation \$21.95 Value
- FREE Multi-Point Inspection
- FREE Car Wash

Normal Package Price \$76.90  
**SAVE \$41.95**

**\$34.95**

Maximum \$34.95 in savings. Not valid on the first. Restricted to certain categories of vehicle. Excludes taxes and other fees. See website for complete terms and conditions. ©2022 The Reynolds and Reynolds Company. All rights reserved. www.JacksonDaleBGMC.com

TEMPLATE SM40

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

© 2022 The Reynolds and Reynolds Company. All rights reserved. www.JacksonDaleBGMC.com

SCHEDULE YOUR NEXT APPOINTMENT ONLINE TODAY FOR NO-WAIT SERVICE! [www.JacksonDaleBGMC.com](http://www.JacksonDaleBGMC.com)

Back

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



Front



Back

GENERAL SUMMER

6 x 11" POSTCARD

Style(s): Clean, Natural

REALRESULTS

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

**ROI: \$38:1**

**TARGET: TOYOTAS, 12-24 MO SINCE SERVICE; 15 MI RADIUS**

**HOOK: \$59.95 OIL CHANGE AND TIRE ROTATION**



Front



Back



Front



Back

GENERAL  
SUMMER

6 x 11" POSTCARD

Style(s): Asymmetrical, Clean



Front



Back

REALRESULTS

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

**ROI: \$9:1**

**TARGET: CONQUEST CUSTOMERS & EXISTING CUSTOMERS WITH ONLY 1 SERVICE VISIT IN PRIOR 15 MONTHS**

**HOOKS: BUY 1 GET 1 FREE OIL CHANGE; COMPLIMENTARY A/C INSPECTION**



Front



Back

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



GENERAL SUMMER

6 x 11" POSTCARD

Style(s): Traditional, Rugged, Vintage

REALRESULTS

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

ROI: \$60:1

TARGET: ACTIVE CUSTOMERS

HOOK: \$10 OFF OIL CHANGE



Front



Back

**REALRESULTS**

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

**ROI: \$16:1**

**TARGET: CONQUEST CUSTOMERS**

**HOOKS: \$14.95 CONVENTIONAL/ \$39.95 SYNTHETIC OIL CHANGE**

**SUMMER SAVINGS** **SAMPLETON** Auto Group

**ALIGNMENT SPECIAL** Front & Rear **\$59<sup>95</sup>**

**SUMMER SAVINGS SPECIAL** Oil Change, Air Filter, Tire Rotation, PLUS Fuel Additive AND Alignment Check **\$89<sup>95</sup>**

**HOT SUMMER SAVINGS** Oil Change **\$4<sup>95</sup>**

**COOL SUMMER SPECIAL** AC Service **\$39<sup>95</sup>**

**SPEND AND SAVE**

If Your Total Bill is From:	You Save:
\$50-\$99 <sup>99</sup>	\$20.00
\$100-\$199 <sup>99</sup>	\$30.00
\$200-\$299 <sup>99</sup>	\$30.00
\$300-\$399 <sup>99</sup>	\$40.00
\$400-\$499 <sup>99</sup>	\$50.00
\$500 or More	\$75.00

Service & Parts Hours: Monday-Friday 7:00am to 6:00pm | Saturday 7:00am to 4:00pm | Closed Sunday.

Front

**SAMPLETON** Auto Group

1234 Anytime Pkwy | Template, OH 45455  
Main: 112-334-5566 | Service: 777-665-4432  
www.YourDealerWebsiteGoesHere.com

Check us out online to see why so many of your friends and neighbors trust us to service their Hondas. In addition to great service at a great price, we also offer:

- > Free shuttle service and online service scheduling for your convenience
- > A comfortable lounge with free Wi-Fi and refreshments.

**POSTAGE**

*John, your Summer Service Savings are here!*

Conveniently located just off I-75 between SA 26 and HWY 103 at Amkor Parkway

**TEMPLATE SM17**

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

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Back

GENERAL  
SUMMER

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

Style(s): Asymmetrical, Fun,  
Typographic

**JAMESTOWN**  
Chrysler Dodge Jeep Ram

- Vehicle pick-up/drop-off by appointment
- Shuttle service available
- Comfortable lounge with wifi, snacks and beverages
- 12 month parts & labor warranty
- Meet or beat competitor offers

937-456-7890 • [www.JamestownCDJR.com](http://www.JamestownCDJR.com)

**STACK ON THE SAVINGS!**

Take an **EXTRA \$10 OFF** any oil change

Offering is limited. Excludes fluids. See first. This promotion cannot be stacked with any other offer. See your service advisor for details. Offer good through 8/31/20. Excludes service advisor and vehicle for maintenance only. See your service advisor for details.

---

**JAMESTOWN**  
Chrysler Dodge Jeep Ram  
4567 Reynolds Way • Dayton, OH 45478  
937-456-7890 • [www.JamestownCDJR.com](http://www.JamestownCDJR.com)

POSTAGE

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John, See inside for special Summer service savings!



TEMPLATE 5305

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

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**SUMMER SALE**



**SUMMER**

SAVINGS ARE HEATING UP AT JAMESTOWN CDJR



**John,**

Is your «Make» ready for Summer? Let «Dealer Name» help! Take advantage of the great service specials included, but hurry! They're only available for a limited time.

We look forward to seeing you soon.

Sincerely,

*John Manager*  
John Manager  
Service Director  
Jamestown Chrysler Dodge Jeep Ram  
937-456-7890  
[www.JamestownCDJR.com](http://www.JamestownCDJR.com)



**Service Hours:**  
Mon - Fri 8 am to 5 pm • Sat 10 am to 4 pm • Sun Closed

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**SPEND MORE, SAVE MORE**

SPEND	SAVE	SPEND	SAVE
\$50 <sup>00</sup> - \$100 <sup>00</sup>	\$10 <sup>00</sup>	\$300 <sup>00</sup> - \$400 <sup>00</sup>	\$40 <sup>00</sup>
\$100 <sup>00</sup> - \$200 <sup>00</sup>	\$20 <sup>00</sup>	\$400 <sup>00</sup> - \$500 <sup>00</sup>	\$50 <sup>00</sup>
\$200 <sup>00</sup> - \$300 <sup>00</sup>	\$30 <sup>00</sup>	\$500 <sup>00</sup> +	\$75 <sup>00</sup>

Offering is limited. See your Service Advisor. This promotion cannot be stacked with any other offer. See your service advisor for details. Offer good through 8/31/20. Excludes service advisor and vehicle for maintenance only. See your service advisor for details.

---

937-456-7890 • [www.JamestownCDJR.com](http://www.JamestownCDJR.com)

FOLDED



Front

Outside

Inside



Back



Outside



Inside

FOLDED



Front

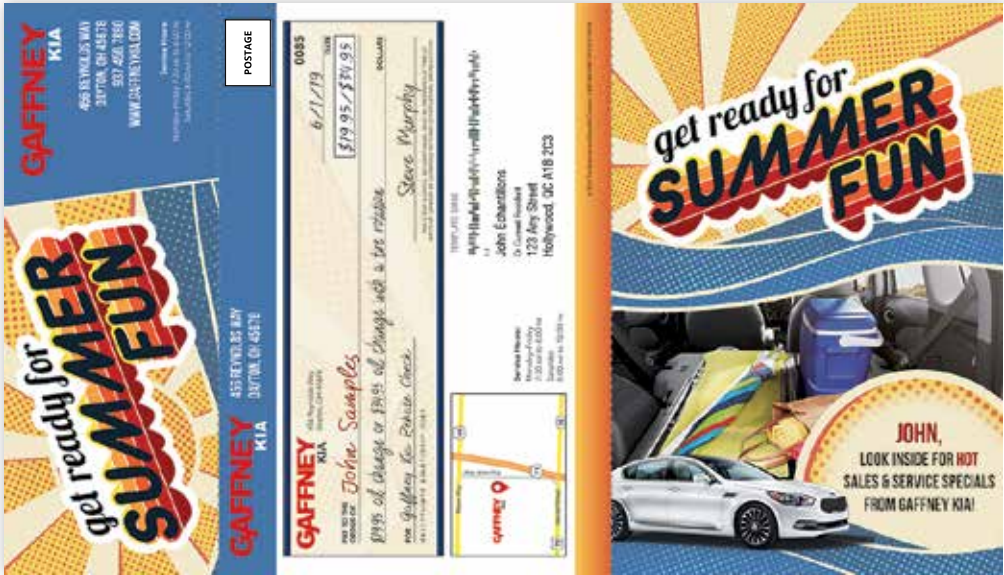


Back

GENERAL SUMMER

8 x 14" SELF-MAILER

Style(s): Asymmetrical, Illustrated, Vintage



Outside

FOLDED



Front



Inside



Back

Style(s): Clean, Fun, Asymmetrical



Outside



Inside

FOLDED



Front



Back

GENERAL SUMMER

8 x 14" SELF-MAILER

Style(s): Traditional, Typographic

REAL RESULTS

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

**ROI: \$13:1**

**TARGET: ACTIVE & INACTIVE CUSTOMERS**

**HOOK: \$34.95 OIL CHANGE WITH COMPLIMENTARY CAR WASH**



Outside

FOLDED



Front



Inside



Back



Outside



Inside

FOLDED



Front



Back

LIFT THE FLAP TO REVEAL AN OPEN GRILL AND CONVERTIBLE!





GENERAL  
SUMMER

8½ x 14" SELF-MAILER

Style(s): Clean, Fabricated



Outside

FOLDED



Front



Back



Inside



Outside



Inside

FOLDED



Front



Back

GENERAL  
SUMMER

10½ x 17" SELF-MAILER


Style(s): Asymmetrical, Fun, Natural

REALRESULTS

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

 **ROI: \$12:1**

 **TARGET: ACTIVE & INACTIVE CUSTOMERS**

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

FOLDED



Front



Back



Outside



Inside

## REALRESULTS

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

-  **ROI: \$31:1**
-  **TARGET: INACTIVE CUSTOMERS**
-  **HOOK: BUY ONE-GET ONE FREE OIL CHANGE**

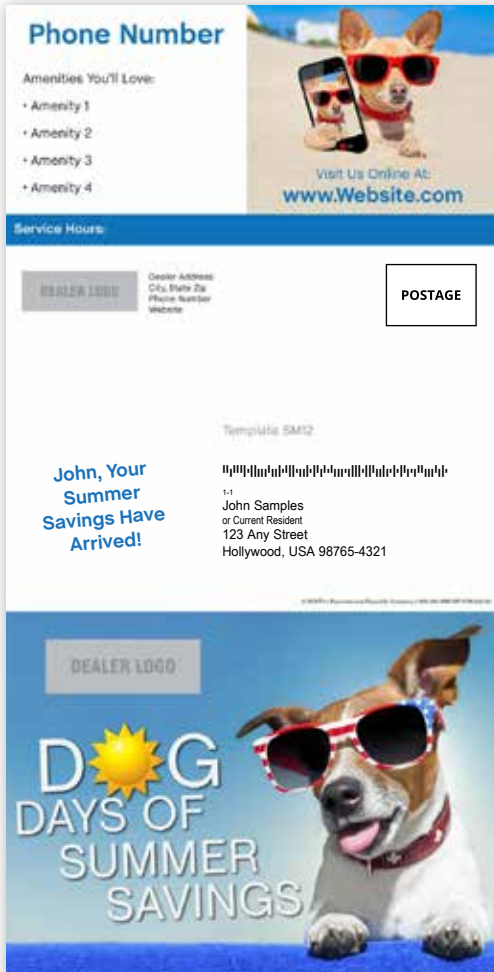
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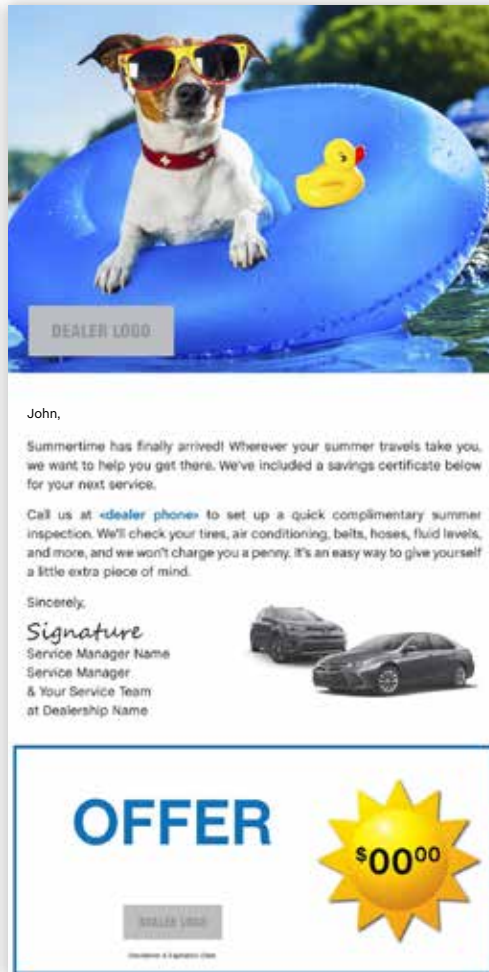
Front



Back



Outside



Inside



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## Document Services