

EASY. ENGAGING. EFFECTIVE.



2022 CANADIAN FALL MAILER TEMPLATES

August, September

Back to School, Football, Fall, Breast Cancer Awareness

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2022 SCHEDULING SUGGESTIONS

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.
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.)
Breast Cancer Awareness	By September 16	Plan to have the campaign arrive shortly before October 1, so that the content is relevant all month long.

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-AL-1

Alignment Service

\$00⁰⁰

Don't put this service off any longer! Having your wheels properly aligned will improve handling, extend tire life, and can even improve fuel economy.

- Check steering, suspension, and shocks
- Set toe-in, camber, and caster
- Check tie rods and ball joints
- Adjust wheel bearing pre-load
- Check tire pressure and inspect tires for cuts, bruises, and uneven wear

DISCLAIMER. EXPIRATION DATE.

CL-BA-1

Battery Replacement

\$00⁰⁰

Includes

- Inspect and clean battery terminal ends
- Installation
- Complimentary charging system test

DISCLAIMER. EXPIRATION DATE.

CL-BR-3

Front or Rear Brake Service

\$00⁰⁰

- Install brake pads
- Inspect all hardware
- Inspect brake calipers
- Lubricate brake parts
- Add brake fluid
- Road test vehicle

DISCLAIMER. EXPIRATION DATE.

CL-GD-23

Fall Maintenance Savings

\$00⁰⁰

Includes

- Oil change
- Clean and inspection battery
- Brake inspection
- Check and top off fluids
- Tire rotation & inspection
- 4 wheel alignment check
- Multi-point inspection

DISCLAIMER. EXPIRATION DATE.

CL-PA-7

All-Weather Floor Mat Special

\$00⁰⁰

DISCLAIMER. EXPIRATION DATE.

CL-PA-9

Wipers and Installation

\$00⁰⁰ PER PAIR


Installation Included

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

\$ 5⁰⁰

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

\$ 10⁰⁰

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

\$ 15⁰⁰

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

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

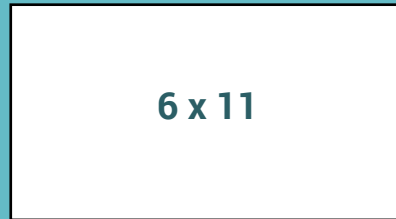
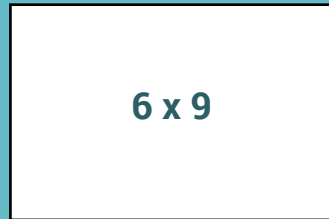
- SUPER Savings
- Score Big Savings
- Are You Ready for Some Savings?
- Big Game Savings
- Extra Point Special
- Quarterback Sneak Special
- Flea Flicker Special
- 2-Point Conversion Special
- Kick-Off Service Savings
- Football Kickoff Savings
- Don't Miss the Action This Season

FALL

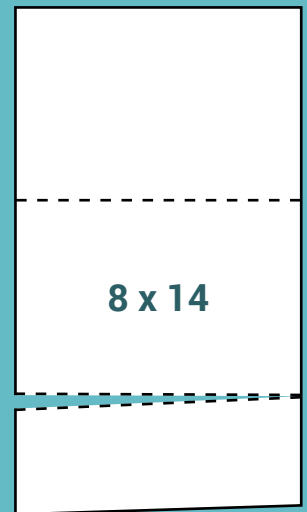
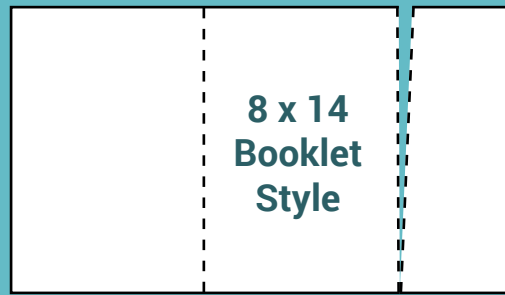
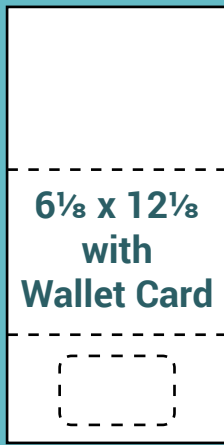
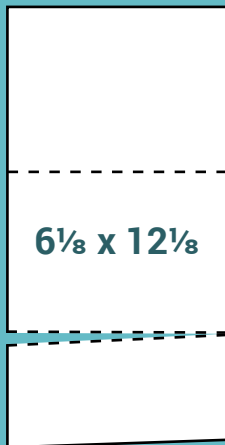
- Autumn is On Its Way
- Fall Into Savings
- Fall for Our Amazing Amenities
- Falling Prices
- Fall is Here
- Autumn Service Savings
- Special Autumn Savings
- Hello Autumn/Fall
- Rake in the Savings
- Autumn Days are Here
- Autumn Colors Savings
- Changing Colors Sale
- Don't LEAF These Savings
- Novemburrrr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

SIZES

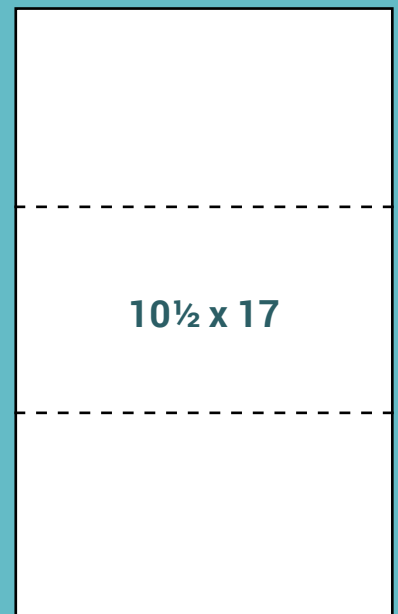
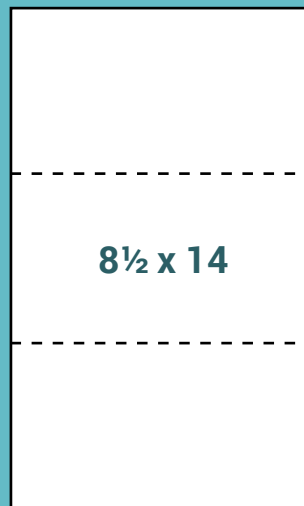
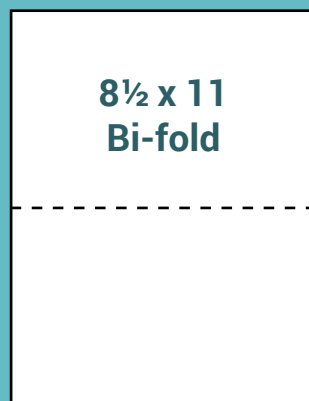
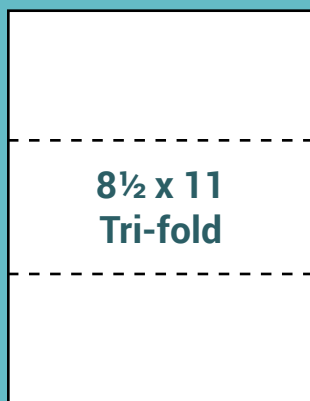
POSTCARDS



SELF-MAILER, with Perforated Certificate or Wallet Card



SELF-MAILER



FALL

TEMPLATES

THEMES

BACK TO
SCHOOL

FOOTBALL

FALL

BREAST CANCER
AWARENESS

SIZES

6 x 9" POSTCARD

6 x 11" POSTCARD

6½ x 12½" SELF-MAILER

8 x 14" SELF-MAILER

8½ x 11" SELF-MAILER

8½ x 14" SELF-MAILER

10½ 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

BACK TO SCHOOL

6 x 9" POSTCARD

NEW!

Style(s): Typographic, Illustrated, Vintage, Asymmetrical



Front



Back

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

BACK TO SCHOOL

6 x 11" POSTCARD

Style(s): Fun, Illustrated

REALRESULTS

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

ROI: \$19:1

TARGET: ALL TOYOTA VEHICLES; 12-24 MO SINCE SERVICE; 15 MI RADIUS

HOOK: \$15 OFF ANY SERVICE OF \$50 OR MORE



Front



Back

BACK TO SCHOOL

6 x 11" POSTCARD

Style(s): Illustrated, Vintage, Fun

BACK TO SCHOOL

FREE Car Wash with Any Service!

JOHN, GET YOUR <MAKE> IN FOR SERVICE BEFORE THE BELL RINGS!

ADAMS FORD
456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.AdamsFord.com

BACK TO SCHOOL SOUNDS			
SPEND	SAVE	SPEND	SAVE
\$20-\$99	\$10	\$100-\$199	\$20
\$200-\$499	\$20	\$500-\$999	\$50

Front

ADAMS FORD
456 Reynolds Way - Dayton, OH 45478
937-456-7890 - www.AdamsFord.com
Service Hours: Monday, Wednesday & Friday 7:30 AM to 6:30 PM
Tuesday & Thursday 7:30 AM to 7:00 PM | Saturday 7:30 AM to 5:00 PM

What's Your Car Worth?
Find out instantly! Take a picture with your smart phone's camera - no app required!

OIL CHANGE SPECIAL PACKAGE
\$29.95
Includes 5 qts standard oil, Genuine Ford oil filter and motor oil. Excludes diesel vehicles.
Synthetic oils slightly higher. Up to 5 quarts of standard oil. Valid only at Adams Ford. Power windows/locks to your service advisor at time of visit. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the discount on certain services. Expires 11/30/23.

- Courtesy Shuttle
- Loaner Cars Available
- FREE Car Wash with Every Service
- Large, Comfortable Waiting Lounge
- State-of-the-art Facility
- 10 Technicians, 8 are Senior Master Technicians
- Ohio's Largest Genuine Ford Parts Inventory
- We'll Meet or Beat Competitor's Coupons

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

Back

BACK TO SCHOOL

6 x 9" POSTCARD

Style(s): Rugged, Typographic, Fun

REALRESULTS

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

ROI: \$32:1

TARGET: 2014-2022 CHEVY'S; EITHER 9-36 MO SINCE SERVICE OR CONQUEST IN SELECT CITIES

HOOK: \$15 OFF OIL CHANGE; BONUS BUCKS, \$15 - \$65 OFF



Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD

Style(s): Illustrated, Fun

REALRESULTS

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

ROI: \$96:1

TARGET: ALL CHEVY AND GM VEHICLES, 9-20 MO SINCE SERVICE, 20 MI RADIUS

HOOK: 20% OFF ANY SERVICE, UP TO \$250 OFF



Front



Back



Front



Back

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

BACK TO SCHOOL

6 x 9" POSTCARD

Style(s): Clean



Front



Back



Front



Back

BACK TO SCHOOL

6 x 9" POSTCARD

Style(s): Luxurious, Clean

REALRESULTS

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

ROI: \$14:1

TARGET: 2011 AND NEWER VEHICLES; 3-24 MO SINCE SERVICE, AND SALES NO SERVICE, 12-24 MO SINCE PURCHASE

HOOK: VARIABLE, \$5-\$15 OFF BASED ON MONTHS SINCE LAST TRANSACTION

Front

Back

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

BACK *to* SCHOOL SALE



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

HAVERFIELD
Honda

705 N. Reynolds Dr. | Dayton, OH 45434
 Make: 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

Valid only at Haverfield Honda. Please present coupon to advisor or front of write-up. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of units without the coupon. See your sales manager for more details on this offer.

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

POSTAGE

BACK *to* SCHOOL SALE

Oil Change

\$24⁹⁵

Oil/20

\$19⁹⁵

All others

Full synthetic oil changes and some taxes and fluids may be higher. Valid only at Haverfield Honda. 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 amount of units without the coupon. Expires 90 days from date on card.



8/1/2017 Template BTS11

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

10% OFF

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

Labor Only. Max of \$200.

OR

15% OFF

Recommended Maintenance or Repair

Labor Only. Max of \$250.

Valid only at Haverfield Honda. 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 amount of units without the coupon. Expires 90 days from date on card.

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Back

BACK TO SCHOOL

6 x 9" POSTCARD

Style(s): Fun, Clean

REALRESULTS

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

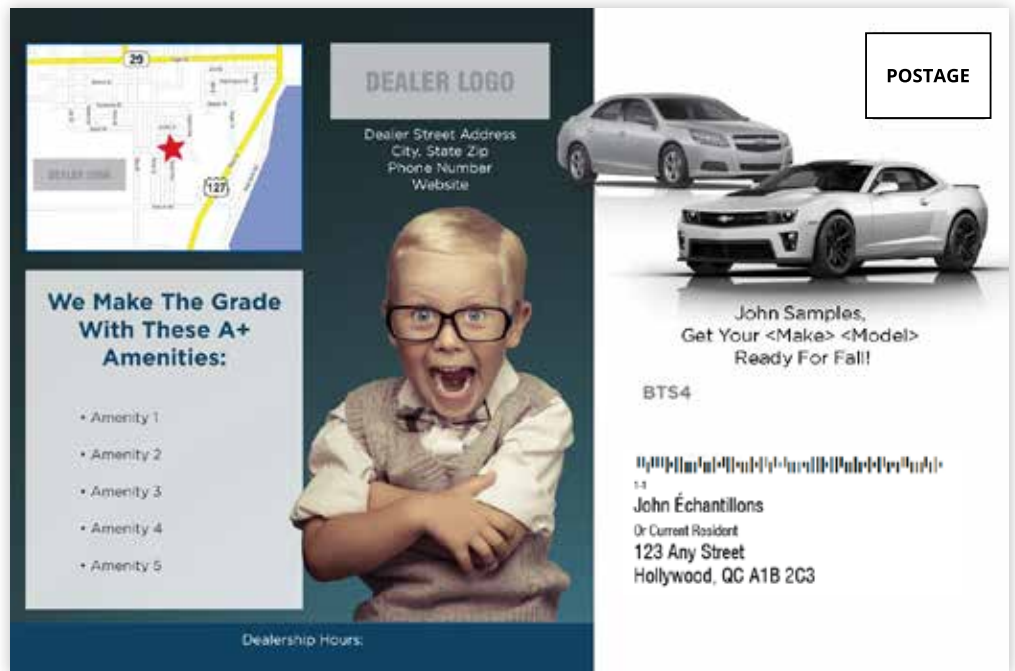
ROI: \$21:1

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

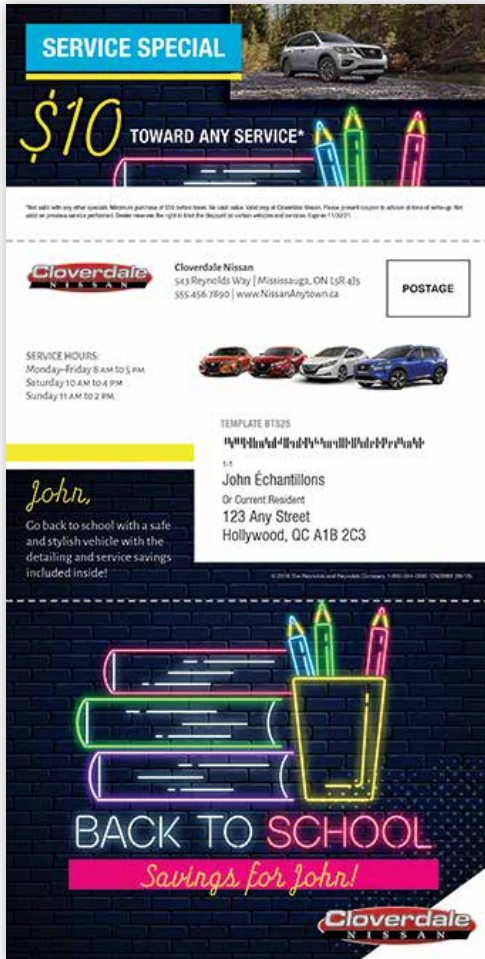
HOOK: \$19.95 OIL CHANGE OR 10% OFF ANY SERVICE



Front



Back



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

8½ x 11" SELF-MAILER

Style(s): Abstract, Illustrated



Outside

FOLDED



Front



Inside

Back



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

8 x 14" SELF-MAILER

Style(s): Rustic, Clean



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.

BACK TO SCHOOL

10½ x 17" SELF-MAILER

Style(s): Clean, Fun



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

8 x 14" SELF-MAILER

Style(s): Asymmetrical, Clean



Outside

FOLDED



Front



Inside



Back

TEMPLATE BTS9

BACK TO SCHOOL

8½ x 11" SELF-MAILER

Style(s): Fun, Clean



Outside



Inside

FOLDED



Front



Back

BACK TO SCHOOL

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

Style(s): Fun, Clean

REAL RESULTS

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

ROI: \$53:1

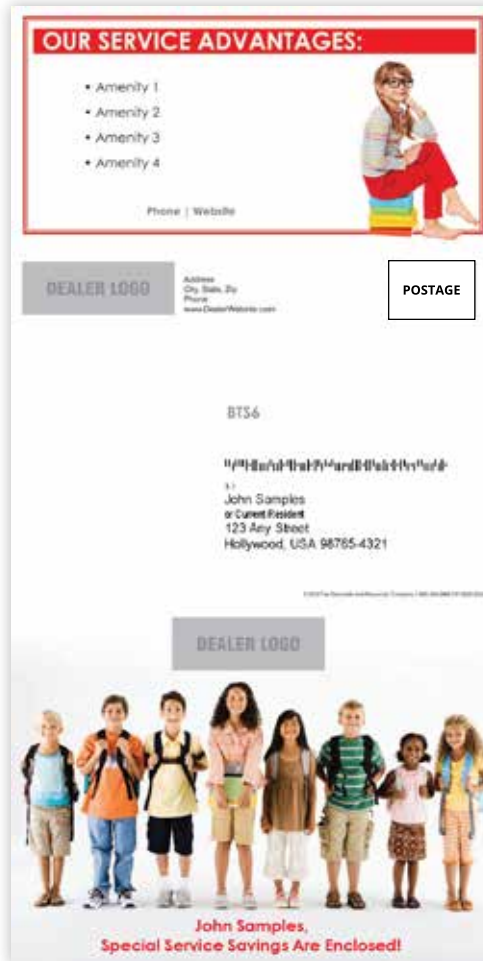
TARGET: SERVICE DUE AND INACTIVE CUSTOMERS

HOOK: WORKS OIL CHANGE & TIRE ROTATION, \$34.95; \$25 OFF SERVICE OVER \$100

FOLDED



Front



Outside



Inside



Back

TEMPLATE F49

Haverfield Honda
1234 Reynolds Way
Dayton, OH 45678
937.456.7890
www.HaverfieldHonda.com
Service Hours: Monday-Friday 8 AM-6 PM | Saturday 8 AM-4 PM

2022 GAME DAY SAVINGS

CINCINNATI BENGALS			OHIO STATE BUCKYES		
SEP 9	AT INDIANAPOLIS	1:00 PM	SEP 3	NOTRE DAME	1:00 PM
SEP 13	BALTIMORE	8:20 PM	SEP 10	ARKANSAS STATE	1:00 PM
SEP 20	AT CAROLINA	1:00 PM	SEP 17	TOLEDO	8:30 PM
SEP 20	AT ATLANTA	1:00 PM	SEP 24	WISCONSIN	1:00 PM
OCT 7	MIAMI	1:00 PM	OCT 1	RUTGERS	1:00 PM
OCT 14	PITTSBURGH	1:00 PM	OCT 8	AT MICHIGAN STATE	1:00 PM
OCT 21	AT KANSAS CITY	4:03 PM	OCT 22	IOWA	1:00 PM
OCT 28	TAMPA BAY	1:00 PM	OCT 29	AT PENN STATE	TBA
NOV 11	NEW ORLEANS	1:00 PM	NOV 3	AT NORTHWESTERN	1:00 PM
NOV 18	AT BALTIMORE	1:00 PM	NOV 12	INDIANA	1:00 PM
NOV 25	CLEVELAND	1:00 PM	NOV 19	AT MARYLAND	1:00 PM
DEC 2	DENVER	1:00 PM	NOV 26	MICHIGAN	TBA
DEC 9	AT LAS ANGELES	4:03 PM	DEC 3	BIG 10 CHAMPIONSHIP	TBA
DEC 16	LAS VEGAS	1:00 PM			
DEC 23	AT CLEVELAND	1:00 PM			
DEC 30	AT PITTSBURGH	1:00 PM			

WE OFFER: Factory Trained Technicians, OEM Parts, Wi-Fi, Comfortable Lounges, Online Service Scheduling, Complimentary Car Wash, Complimentary Multi-Point Inspection

SCAN THIS QR CODE TO SCHEDULE YOUR SERVICE APPOINTMENT!

GO BUCKYES!

Front

Jonathan,
VALUE YOUR TRADE IN SECONDS!

SERVICE SPECIAL
Synthetic Oil Change with Tire Rotation
Normally: \$89.95
NOW: \$44.86

POT HOLE SPECIAL
Computerized 4 Wheel Alignment
Normally: \$149.99
NOW: \$109.48

SPEND & SAVE

SPEND THIS	SAVE
\$50-\$149 ⁹⁹	\$10
\$150-\$249 ⁹⁹	\$20
\$250-\$349 ⁹⁹	\$30
\$350-\$449 ⁹⁹	\$40
\$450 & UP	\$50

Haverfield Honda
1234 Reynolds Way
Dayton, OH 45678
937.456.7890
www.HaverfieldHonda.com
Service Hours: Monday-Friday 8 AM-6 PM | Saturday 8 AM-4 PM

NEW!

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

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 9" POSTCARD

NEW!

Style(s): Illustrated, Fun

REALRESULTS

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

ROI: \$52:1

TARGET: ALL MAKES / YEARS; 10-36 MO SINCE SERVICE; 20 MI RADIUS

HOOK: \$44.86 SYNTHETIC OIL CHANGE AND TIRE ROTATION

NEW!

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

FOOTBALL

6 x 9" POSTCARD

Style(s): Typographic, Clean

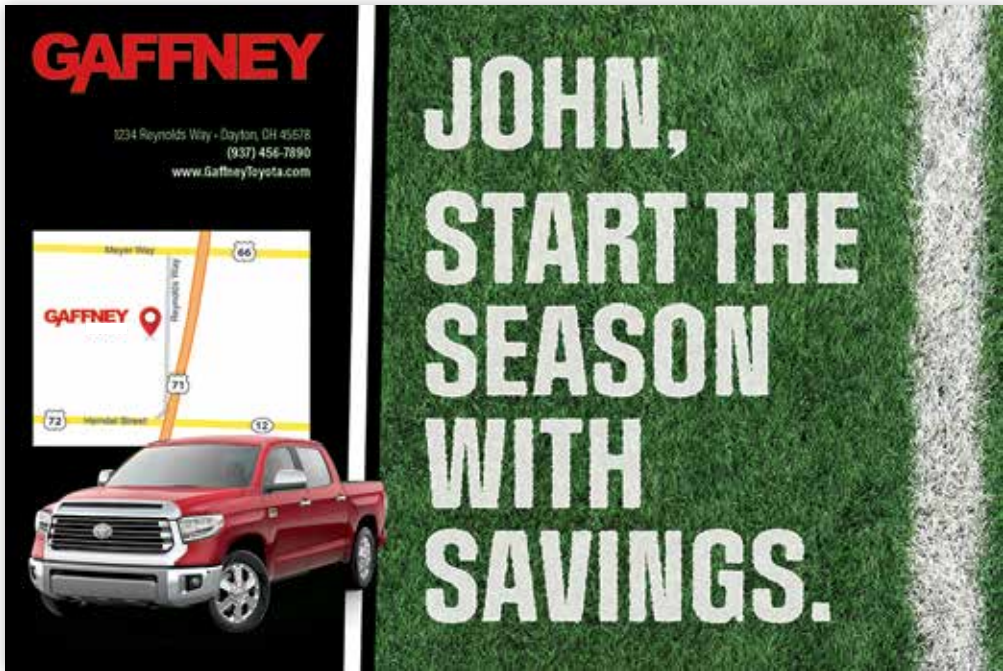
REALRESULTS

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

ROI: \$20:1

TARGET: ALL MAKES / YEARS; 6-48 MO SINCE SERVICE; 45 MI RADIUS

HOOK: SPEND & SAVE, \$10-\$75 OFF; EXTRA \$5 OFF ANY OIL CHANGE



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.



Front



Back

FOOTBALL

6 x 9" POSTCARD

Style(s): Illustrated, Clean

REALRESULTS

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

ROI: \$49:1

TARGET: ALL INFINITI VEHICLES, 6-48 MO SINCE SERVICE; 100 MI RADIUS

HOOK: SPEND & SAVE, \$15 - \$300 OFF



Front



Back



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

6 x 11" POSTCARD

Style(s): Typographic



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.

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



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

FOOTBALL

8 x 14" SELF-MAILER

Style(s): Asymmetrical

REAL RESULTS

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

ROI: \$16:1

TARGET: 2015-2021 CHEVY; 13-40 MO SINCE SERVICE; 30 MI RADIUS

HOOK: VARIABLE; \$15 OR \$20 OFF BASED ON MONTHS SINCE LAST SERVICE



Outside

FOLDED



Front



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.



Back







FALL FOCUS

Jonathan,
Is your Acura's battery ready for colder weather?
Get it checked at no charge (pun intended).

HAVERFIELD ACURA



Vehicle Pick-up & Drop-off • Comfortable Lounge with Wi-Fi • Free Snacks & Drinks • Competitor Coupon Match

Front



POSTAGE



As the temperature drops, it takes more energy to get your vehicle to start, which means a bigger drain on your battery. **Don't let a dead battery leave you stranded. Come in to Haverfield Acura to get your battery inspected for free!**

BATTERY SPECIAL

FREE + FREE + 15% OFF

Battery inspection & charging Battery installation Purchase of new battery

LUBE, OIL & FILTER SPECIAL

\$14.95

Reg. \$24.00
• Genuine Acura oil, filter and wiper oil
• Includes dealer courtesy

Valid only at Haverfield Acura. Please present this coupon to your service advisor. All deals off retail. Tax and other fees may apply. Not valid on previous service performed. Dealer reserves the right to limit the amount of customer discounts. ©2022 RDS



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

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

TEMPLATE 554



5 x 6
John Samples
Dr. Current Resident
123 Amy Street
Hollywood, CA 54321

© 2022 The Reynolds and Reynolds Company. 1-800-441-8888. RFD554-001-001

3 EASY WAYS TO VISIT:

Visit our store
Haverfield, OH location

Website on smartphone
or the website

Call us or get help
by calling 937-456-7890

Back

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

FALL

6 x 9" POSTCARD

NEW!

Style(s): Rugged

NEW!

Front

Back



Front



Back

FALL

6 x 11" POSTCARD

NEW!

Style(s): Clean, Rustic, Asymmetrical



SPEND	SAVE
\$50.00 - \$100.99	\$10.00 OFF
\$101.00 - \$200.99	\$20.00 OFF
\$201.00 - \$300.99	\$30.00 OFF
\$301.00 - \$400.99	\$40.00 OFF
\$401.00 - \$500.99	\$50.00 OFF

Cloverdale
NISSAN

937.456.7890 | www.CloverdaleNissan.com

Front

FALL Service Specials

Fall Service Bundle \$149.95

- Oil & filter change
- Rotate & balance tires
- Alignment

We Sell Tires! \$100.00 OFF

A Purchase Of 4 Tires

Brake Special \$279.95

Replace brake pads & install new rotors on front or rear brakes

Free Wi-Fi

iPad Stations

Children's Waiting Area

Courtesy Shuttle

Genuine Parts

Cloverdale
NISSAN

1234 Reynolds Way | Dayton, OH 45678
937.456.7890 | www.CloverdaleNissan.com

Service Hours: Monday – Friday 7 AM to 6 PM
Saturday 7 AM to 5 PM

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

Back

6 x 9" POSTCARD

Style(s): Rustic, Traditional

REALRESULTS

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

ROI: \$33:1

TARGET: 2008-2021 CHRYSLER, DODGE, JEEP, RAM; 20 MI RADIUS; 6-48 MO SINCE SERVICE

HOOK: \$15 OFF OIL CHANGE; BUY 3 TIRES, GET 1 FREE



Front



Back

FALL

6 x 11" POSTCARD

Style(s): Clean, rustic

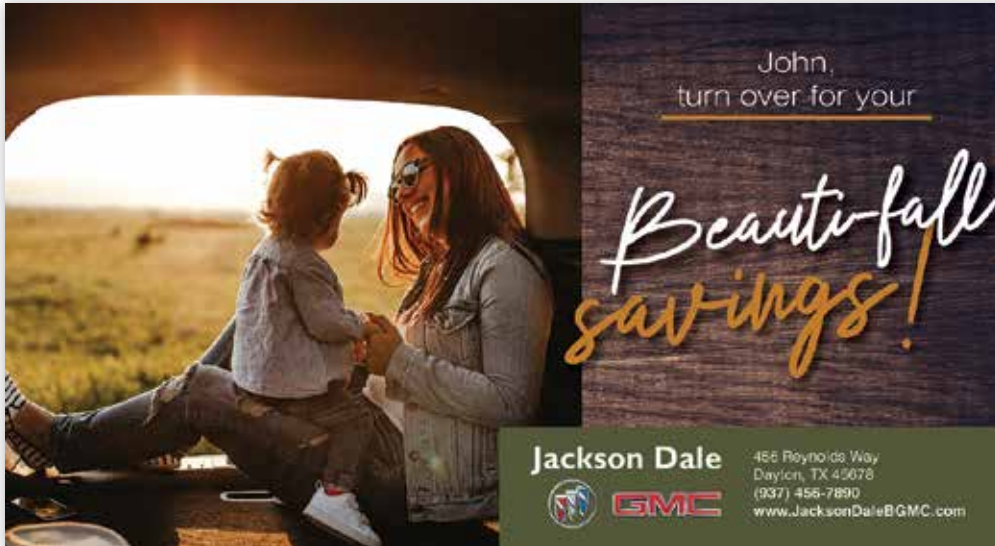


Front



Back

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



Front



Back

FALL

6 x 11" POSTCARD

Style(s): Clean, Fun



Front



Back

TEMPLATE F38



Front



Back

FALL

6 x 9" POSTCARD

Style(s): Asymmetrical, Abstract

REALRESULTS

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

ROI: \$41:1

TARGET: TOYOTAS, 5-28 MO SINCE SERVICE; 20 MI RADIUS

HOOK: \$10 OFF OIL CHANGE; \$50 OFF REMOTE START

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

FALL

6 x 9" POSTCARD

Style(s): Fun, Illustrated

REALRESULTS

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

ROI: \$16:1

TARGET: ALL 2011-2021 VEHICLES; 4-24 MO SINCE SERVICE; 30 MI RADIUS

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

Front

Back



Front



Back

FALL

6 x 11" POSTCARD

Style(s): Traditional, Rustic

REALRESULTS

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

ROI: \$36:1

TARGET: ALL MAKES / YEARS; 12-24 MO SINCE SERVICE; 20 MI RADIUS

HOOK: SPEND & SAVE, \$10 - \$100 OFF

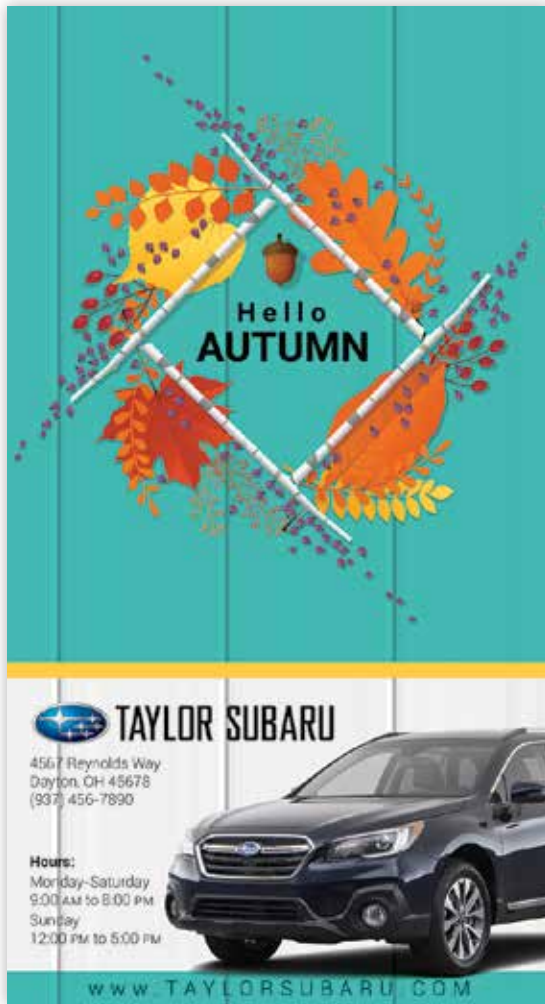


Front



Back

TEMPLATE F27



Front



Back

FALL

6 x 11" POSTCARD

Style(s): Fun, Rustic, Illustrated

REALRESULTS

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

ROI: \$23:1

TARGET: CONQUEST

HOOK: \$20 OFF OIL CHANGE; \$75 OFF MAJOR SERVICE (30/60/90K)

FALL

6 x 9" POSTCARD

Style(s): Clean, Illustrated



Front



Back

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

6 x 11" POSTCARD

Style(s): Fun, Illustrated

REALRESULTS

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

ROI: \$32:1

TARGET: ALL MAKES / YEARS; 7-36 MO SINCE SERVICE; SALES NO SERVICE, 6-36 MO SINCE PURCHASE; 35 MI RADIUS

HOOK: BONUS BUCKS, UP TO \$100 OFF

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
- Front wiper blades
- Exterior car wash (weather permitting)

ROSERMAN **mazda** 456 Reynolds Way | Dayton, OH 45475
937-456-7890 | www.RosermanMazda.com

SERVICE HOURS:
Monday-Friday 7 am to 7 pm | Saturday 7 am to 5 pm

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

- Free Vehicle Pick-Up & Delivery
- Convenient Service Hours - Even Saturday!
- Early & Night Drop Off
- Disarming Shuttle Service
- Customer Workstations
- Complimentary Wi-Fi
- Comfortable, Child-Friendly Waiting Area
- Complimentary Snacks & Beverages
- Car Wash With Every Service
- Factory-Trained & Certified Technicians
- We Service All Makes & Models
- We Honor Competitor's Coupons

Conveniently Located!

Front

ROSERMAN **mazda** 456 Reynolds Way
Dayton, OH 45478
937-456-7890
www.RosermanMazda.com

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

BUY MORE, SAVE MORE!

SPEND THIS	SAVE THIS
\$150 ⁰⁰ -\$300 ⁰⁰	Save \$15 ⁰⁰
\$301 ⁰⁰ -\$500 ⁰⁰	Save \$30 ⁰⁰
\$501 ⁰⁰ -\$1000 ⁰⁰	Save \$50 ⁰⁰
\$1001 ⁰⁰ -\$1500 ⁰⁰	Save \$100 ⁰⁰
\$1501 ⁰⁰ & UP	Save \$175 ⁰⁰

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

POSTAGE

TERMINAL F21
11
John Samples
or Current Resident
123 Any Street
Hollywood, USA 96765-4321

Back

FALL

6 x 11" POSTCARD

Style(s): Luxurious, Clean, Illustrated

BOBBING FOR SAVINGS!

20% OFF
15% 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 45678
 937-456-7890 | 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 45678
 937-456-7890 | www.HaverfieldAcura.com

Floor Mat Special
15% OFF
 Custom All-Weather Floor Mats

Buy More, Save More!

SPEND THIS	SAVE THIS
\$150-\$300	Save \$15
\$301-\$500	Save \$30
\$501-\$1000	Save \$50
\$1001-\$1500	Save \$100
\$1501 ^{MS} & UP	Save \$175

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

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

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

POSTAGE

Back

REALRESULTS

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

ROI: \$31:1

TARGET: INACTIVE CUSTOMERS

HOOK: 10% OFF 2, 15% OFF 3, OR 20% OFF 4 SERVICES

GAFFNEY
www.GaffneyToyota.com

WE MISS YOU, JOHN!
Bring your 2015 Corolla and save on service.

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

\$19.99
Oil Change
AND
10% OFF
Any Recommended Maintenance

Tip extra. Please present coupon to dealer at time of visit. May not be combined with any other offers. Only valid at Gaffney Toyota. Expires 12/31/18.

WELCOME BACK

Front

GAFFNEY 456 Reynolds Way • Dayton, OH 45678
937.456.7890
Monday–Friday 7 AM to 6 PM
Saturday 8 AM to 6 PM
www.GaffneyToyota.com

POSTAGE

we miss you.

GAFFNEY

TEMPLATE F19

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

Back

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

FALL

6 x 11" POSTCARD

Style(s): Asymmetrical

REALRESULTS

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

ROI: \$64:1

TARGET: INACTIVE CUSTOMERS

HOOK: 20% OFF PARTS AND LABOR (UP TO \$300)



Front



Back



Outside



Inside

FOLDED



Front



Back

FALL

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

Style(s): Fun, Illustrated

FOLDED



Front



Outside



Inside



Back

8 x 14" SELF-MAILER

Style(s): Rustic, Illustrated, Typographic



Outside



Inside

FOLDED



Front



Back

FALL

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

Style(s): Clean



Outside



Inside

FOLDED



Front



Back



Outside



Inside

FOLDED



Front



Back

FALL

10½ x 17" SELF-MAILER

Style(s): Rustic, Traditional



Outside

FOLDED



Front



Back



Inside

8 x 14" SELF-MAILER

Style(s): Clean, Typographic



Outside



Inside

FOLDED



Front



Back

FALL

8 x 14" SELF-MAILER

Style(s): Asymmetrical



Outside

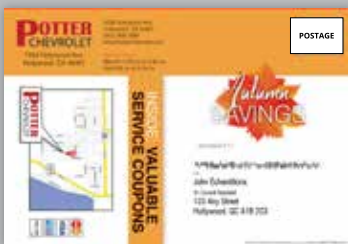
FOLDED



Front



Inside



Back

8 x 14" SELF-MAILER

Style(s): Rustic, Clean



Outside



Inside

FOLDED



Front



Back

BREAST CANCER AWARENESS

6 x 9" POSTCARD

Style(s): Fun, Clean, Illustrated



Front



Back

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



Document Services