



PRIVILEGED <VIP INVITATION>

TO BE OPENED BY
<JOHN DOE>

*****ECRWS**B-015***
SEQ 12344 TR 44 PK 13
> John Doe <
123 Main Street,
AnyCity, Anystate 12345



POSTMASTER-TIME SENSITIVE!
IN HOME DATE: TUESDAY 04/12/16

PSRST STD
U.S. POSTAGE
PAID
MAIL DIRECT

EVENT HEADQUARTERS
DEALERSHIP_NAME
123 Any St.
AnyCity, Anystate 12345

IF YOU ARE A WINNER CALL: THEN ENTER YOUR CODE:
< 1-888-888-888 > < 1234567 >
THEN PROCEED TO EVENT HEADQUARTERS DURING EVENT TIMES

YOU MAY BE THE LUCKY WINNER.
YOU MUST MATCH 3 AMOUNTS TO WIN.*



YOU COULD WIN
\$50,000 CASH**
\$100 CASH**
\$25 GIFT CARD*

CASH \$50,000

SCRATCH, MATCH, WIN.

PRIVILEGED

BY INVITATION ONLY



<John,>

<AS THE OWNER OF A **20XX MAKE MODEL**,
YOU HAVE AUTOMATICALLY BEEN
QUALIFIED TO JOIN **PRIVILEGED**. RECEIVE
UP TO 110% OF THE BLACK BOOK VALUE
FOR YOUR TRADE![†]>

YOUR BUYBACK OFFER UP TO[†]:

< \$18,260 >

BLACK BOOK VALUE:

< \$16,600 >



<20XX MAKE MODEL>

DEALERSHIP_NAME

123 ANYSTREET DR.
ANYCITY, ANYSTATE 12345



OUR PRIVILEGED UPGRADES, ARE YOURS.

DEALERSHIP_NAME | 123 ANYSTREET DR. | ANYCITY

6 DAYS ONLY | JULY 4 - JULY 9

MONDAY - SATURDAY • 9AM-9PM

2016 CHRYSLER M300

\$8,000

TOTAL SAVINGS¹



\$349
PER MONTH²



2016 CHRYSLER M200

\$249
PER MONTH³



2016 CHRYSLER M200

\$2,500
OFF MSRP⁴



2017 CHRYSLER PACIFICA

[1] \$2,000 Bonus cash towards purchase on select models. [2] \$3,000 total savings includes \$2,000 rebate, \$1,000 dealer discount. MSRP \$38,123. [3] \$395/mo for 60 months, 1.9% apr, \$4300 due at signing. [4] \$7,200 total savings includes \$4,000 rebate and \$3,200 dealer discount on stk#12345, MSRP \$55,688. All prices plus TT&L. Dealer not responsible for typographical errors.

YOU COULD WIN
\$50,000 CASH
SCRATCH. MATCH. WIN.

\$50,000 CASH* | \$100 CASH** | \$25 GIFT CARD*

2,500
2,500
2,500
LUCKY WINNER!*

YOU MAY BE THE LUCKY WINNER.
YOU MUST MATCH 3 AMOUNTS TO WIN.*
IF VALUES DON'T MATCH, YOU LOSE.

IF YOU ARE A WINNER CALL: THEN ENTER YOUR CODE:
<1-888-888-8888> **<1234567>**

THEN PROCEED TO EVENT HEADQUARTERS DURING EVENT TIMES

(†) All prices are based on Black Book clean trade-in value, less 30 cents mileage deductions, reconditioning, trim levels and accessories. Offers cannot be combined. See dealer for complete details. Certain restrictions apply. All offers valid until last day of sale listed on this mailer. Dealer and agency are not responsible for incorrect trade values. In the event of a misprinted trade offer your local participating dealer will be able to give you the correct value. With the purchase of any new vehicle in stock. Certain restrictions apply. See dealer for details. Copyright © 2016 Hearst Business Media Corp. ALL RIGHTS RESERVED. Black Book® is a registered trademark of Hearst Business Media Corp. Black Book is not a participating partner in or sponsor of this event or offer. Prices are based on Black Book® (clean) trade-in value and subject to adjustment for mileage and condition. All offers with approved credit. Offers cannot be combined with any other offer. Due to advertising deadlines inventory is subject to change and some units may already be sold. Any equity deficit in your current vehicle must be paid or refinanced with new vehicle. Bankruptcies must be discharged. See dealer for details.

(*) NO PURCHASE OR DONATION NECESSARY TO ENTER OR WIN. PURCHASE OR DONATION DOES NOT INCREASE CHANCES OF WINNING. Void where prohibited. Scratching off a matching combination qualifies you to play the \$50,000 Instant Win Scratch Off Ticket contest. \$50,000 Instant Win Scratch Off Ticket requires removing (6) of (30) scratch off surfaces to reveal winning symbols to claim cash prize. Odds 1:593,775. See rules on card for details. If after you scratch off the \$50,000 Instant Win Scratch Off Ticket and you are not a \$50,000 winner, you will receive a \$25 Gift Card as a consolation prize. Promotional Gift Card credit to be used at your choice of ShoppingDough.com Store retailers. Gift card value may be applied toward the purchase of products, services, and S&H fees exclusively from the specific websites noted on the gift cards. Only one (1) gift card may be used/redeemed per transaction. Gift cards have no cash value, are not redeemable for cash and may not be combined with credits from other store gift cards. Other terms and conditions may apply - see ShoppingDough.com for full details and restrictions. (**) NO PURCHASE OR DONATION NECESSARY TO ENTER OR WIN. PURCHASE OR DONATION DOES NOT INCREASE CHANCES OF WINNING. See dealer for details. Bring invitation to event location to compare your confirmation code to prize board to determine if you have won \$100 cash. Winner/addressee must be 18 years or older, and must bring flyer to event location during the sale dates listed above. a) All taxes are the responsibility of the prize winner. b) Odds of winning \$100 cash (\$100 value) are 1:5,000. The designated winner must show valid state I.D. and must be verified as the designated winner on file c) This promotion is void where prohibited by law. d) Dealer not responsible for lost, late or misdirected prize piece. e) This contest is sponsored by the dealership listed on advertisement. f) Eligibility limited to U.S. residents. Employees and relatives of dealership are ineligible to participate in this promotion. See dealer for complete contest rules. Any unclaimed prize will not be awarded. Must be 18 years of age or older to win. Photos are for illustration purposes only. Not responsible for typographical errors.