



Be First.

Be Exclusive.

Take advantage of this patented automobile sales system before your competition does.

Patent No.: US 6,572,149 B2

Brought to you by



OVERVIEW

76% OF HOUSEHOLDS READ OR SKIM MAIL ADVERTISEMENTS SENT TO THEIR HOME

73% OF CONSUMERS PREFER MAIL FOR NEW PRODUCT ANNOUNCEMENTS AND INFO (COMPARED TO 18% FOR EMAIL)

45% FIND MAIL LESS INTRUSIVE AND MORE CONVENIENT THAN EMAIL

Direct Marketing Association Research

- Low cost, **one of a kind** program
- Mailed via USPS
- Targeted customer lists
- High production quality
- Large mail format stands out from the rest
- Unique direct mail/digital format

Promotional offers are targeted to consumers minutes from local dealerships for minimal cost. BVM utilizes the benefits of saturation mailing and also provides customized list services.



Automobile Model Example

AUTOMOBILE MODEL EXAMPLE



Mailer Front Cover



Mailer Back Cover

11.5"

AUTOMOBILE MODEL EXAMPLE

Mailer Inside



Mailer Back Side



AUTOMOBILE MODEL EXAMPLE

As the number one trusted Ford dealership in the area, you'll get our 100% Customer Satisfaction Guarantee!

John Smith
President & C.E.O.

See our huge inventory!
100 Main Street in Springfield

Call us at 1-800-123-4567

Or shop on line at www.victoryford.com

YOU'RE ALWAYS A WINNER AT VICTORY FORD!

Steve Johnson
Sales Manager

MAKE YOUR BEST DEAL THEN Play & Save!



UP TO **\$5,000**

AS EASY AS 1, 2, 3!

- 1 Select your favorite Ford
- 2 Bring ad to dealership anytime during the month of February
- 3 Purchase or lease any new Ford **THEN SCRATCH & SAVE!**

EVERYBODY SAVES!

- 1 Chance to Save \$5,000
- 1 Chance to Save \$2,000
- 1 Chance to Save \$1,000
- 50 Chances to Save \$200
- 50 Chances to Save \$100
- 50 Chances to Save \$50
- 50 Chances to Save \$40
- 22 Chances to Save \$25

Scratch off the dot of your choice and reveal your rebate!



BE ONE OF 200 NEW FORD CUSTOMERS WHO WILL SAVE UP TO \$5,000!

The amount you save is represented by a corresponding number to dollar amount outlined on the board. The numbers are located on the dealerships "SCRATCH & SAVE" Board under the scratch area. The "Board" will be placed either in the showroom or finance office. This board will be around 3' wide x 4' tall. The dealership will at the end of the one month contest via it's promo partner make available the amount of rebate money each buyer or lessee saved.

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Simple to Play, Simple to Save!

Choose your favorite Ford. To remove ad, simply fold and separate. Bring ad into Victory Ford then Play & Save!

0% APR for 60 mos. Ford Credit Financing

Fold and tear carefully

2015 Expedition Stock # B80033 Lease for only \$440/mo	2015 F-350 Super Duty Stock # C46033 Buy for only \$483/mo	2015 Edge Stock # D15033 Buy for only \$290/mo
2015 Focus Stock # F21033 Lease for only \$229/mo	2015 Mustang Stock # C46033 Buy for only \$450/mo	2015 Fiesta Stock # D15033 Buy for only \$250/mo
2015 Explorer Stock # F32033 Lease for only \$299/mo	2015 Transit Stock # C46033 Buy for only \$349/mo	2015 Escape Stock # D15033 Buy for only \$315/mo
2015 Fiesta Stock # D15033 Lease for only \$199/mo	2015 Fusion Stock # C46033 Buy for only \$315/mo	2015 Flex Stock # F21033 Buy for only \$299/mo
2015 C-Max Hybrid Stock # F21033 Lease for only \$219/mo	2015 Taurus Stock # C46033 Buy for only \$349/mo	2015 F-150 Stock # D15033 Buy for only \$319/mo

Mailer Inside

AUTOMOBILE MODEL FEATURES & BENEFITS

1. A Patented and proven advertising sales system concept which processes consumers to the point of sale via an "out of the box" one piece read dynamic.
2. Large attractive slim line format constructed of quality heavy card stock providing agility standing tall and out from the rest. USPS postage cost can be realized for as little as (.017 cents) per unit mailed.
3. Promotes a single company's products & services exclusively presenting:
 - Standard business card size coupons and / or company representative business cards easily removable via perforated grid
 - Potential money saving games / incentives creating consumer interaction
 - Business client locator map planting a visual image of business location and navigation thereof in the consumer's mind
 - All components working together in concert to keep the viewer focused and engaged...driving consumers to your business
4. All BVM clients receive *exclusive representation / distribution* in their selected market areas, eliminating the competition.
5. Additional custom design / construction options are available providing solutions for individual marketing needs.

AUTOMOBILE MODEL PRINTING & FULFILLMENT

Printing

<i>Quantity</i>	<i>Price</i>
15,000	\$6,289
30,000	\$9,867
45,000	\$13,747
60,000	\$17,758
75,000	\$21,407
90,000	\$25,226
100,000	\$27,235
120,000	\$31,640
150,000	\$38,610

Die \$400

Fulfillment

<i>Quantity</i>	<i>Price</i>
15,000	\$912.66
30,000	\$1,487.56
45,000	\$2,073.90
60,000	\$2,535.98
75,000	\$2,867.27
90,000	\$3,327.72
100,000	\$3,340.38
120,000	\$3,944.50
150,000	\$4,703.54

Postage

Postage for as little as 17¢ per household.

Design and Production

To be quoted.

Actual mail campaigns may be scaled to fit your needs.

Printing and fulfillment costs subject to change.

CUSTOMER TESTIMONIALS



“Coupon2Cash mailer is a staple in our marketing plan year after year”

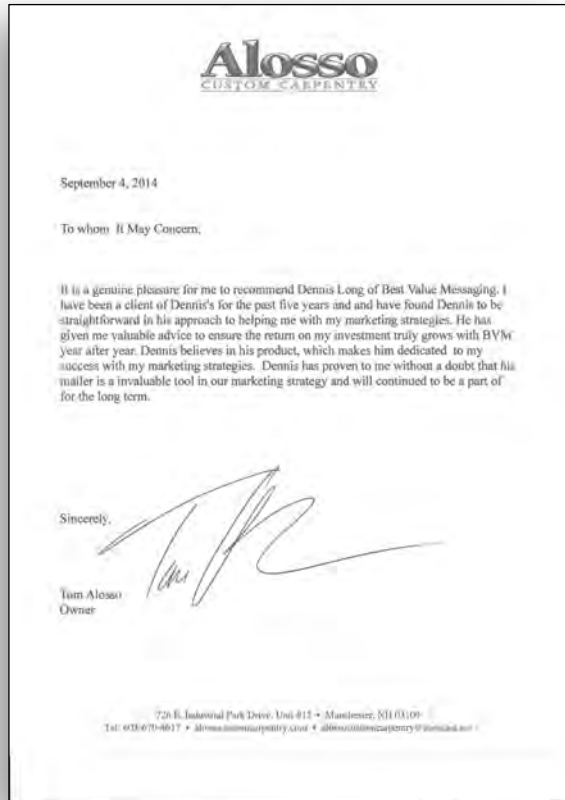
Tim Belinsky
Mosquito Squad of Central NH



“We continue to receive calls from customers who have held onto the direct mail piece”

Lynette Rogers
Homescapes of New England

CUSTOMER TESTIMONIALS



“The return on my investment truly grows year after year”

Tom Alosso
Alosso Custom Carpentry

“In the years that Mr. Long has been a member...we have had the pleasure of working with this unique direct mail coupon business model”

Kendell L. Buck
N.H. Home Builders Association



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