





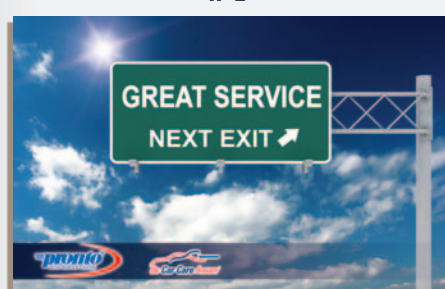
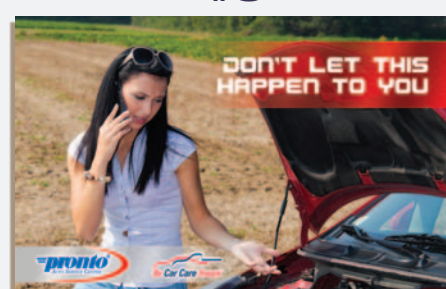






Choose
Card Design

*CLOSE TO 40% OF CONSUMERS SURVEYED HAVE TRIED A NEW BUSINESS FOR THE FIRST TIME BECAUSE OF INFORMATION RECEIVED VIA DIRECT MAIL. NEARLY 70% REPORT RENEWING A RELATIONSHIP WITH A BUSINESS AFTER A PERIOD OF TIME BECAUSE THEY RECEIVED A DIRECT MAILING OR PROMOTIONAL ITEM.

*The 2008 DMNews/Pitney Bowes survey on consumer attitudes and behaviors related to direct mail, Print in the Mix - A Clearinghouse of Research on Print Media Effectiveness, www.printinthemix.ri.edu

Choose the look of your Direct Mail piece. Select one of the following options and indicate the desired Card Design number on your order form. Or, submit a photo of your facility or your own card design for a truly unique piece (see card #12).

#1 	#2 	#3 
#4 	#5 	#6 
#7 	#8 	#9 
#10 	#11 	#12 

IMPORTANT DATES TO REMEMBER

Spring Into Spring Car Care

March 3 - May 9

Deadline to Submit Order:

January 24, 2014

Sizzlin' Summer Savings

June 2 - August 1

Deadline to Submit Order:

April 18, 2014

Fall Car Care

August 18 - October 24

Deadline to Submit Order:

July 4, 2014

Winterizing Service Specials

October 27 - December 31

Deadline to Submit Order:

September 19, 2014



For More Information on Targeted Consumer Direct Mail Marketing, Please Contact:



Pryor Marketing & Communications, Inc.

820 Garrison Avenue, PO Box 1209

Fort Smith, Arkansas 72901

p: 479.783.1904 | f: 479.783.8626

e: PMC@ipa.net | PryorMarketing.com



TARGETED CONSUMER Direct Mail 2014

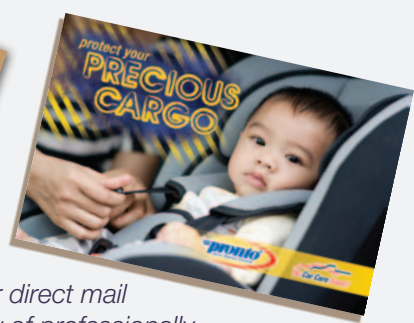
Increase Business with
TARGETED DIRECT MAIL!
Completely customized from production to printing & mailing.



PROMOTE YOUR SERVICES WITH TARGETED DIRECT MAIL

Direct Mail marketing is one of the easiest and most cost effective ways to increase your business throughout the year. At just .42¢ each you can attract new and existing local customers by offering specials on the services your automotive facility provides. Just follow these simple steps to begin a Direct Mail campaign today.

1
Choose
Card Design



Choose the look of your direct mail piece. We offer a variety of professionally created designs that capture attention and evoke action. Submit a photo of your facility or your own design for a truly unique card front. (Submissions must be high resolution, at least 9x6 inches and 300 dpi.)

2
Choose
Service Specials



Select three service specials you want to promote, then set competitive pricing based on your current local market conditions. Research indicates 42% of consumers look to mail for financial savings. Offer your existing and potential customers valuable coupons toward automotive services they need, while establishing your business as a name they trust and rely on.

3
Choose
mail routes

Route	Type of Route	County Code	Business Count	Apartment Count	PO Box Count	Residential Count	Avg Household Income	Avg Property Value
C048	City	05131	61	128	0	406	\$27,000	\$143,000
C051	City	05131	62	68	0	300	\$40,000	\$82,848
C052	City	05131	1	20	0	422	\$39,000	\$198,088
C059	City	05131	1	129	0	440	\$45,000	\$198,087
C061	City	05131	36	74	0	492	\$40,000	\$82,200
C062	City	05131	86	270	0	408	\$36,000	\$172,240
C071	City	05131	0	0	0	344	\$81,000	\$98,059
C072	City	05131	0	0	0	344	\$81,000	\$192,640
C076	City	05131	375	775	0	364	\$38,000	\$121,917
Totals								



Determine the quantity of pieces to be mailed, with a minimum of 1,000. Then, using sophisticated, strategic mapping software we will provide you with demographic information and maps of mail carrier routes within your zip code. This process allows us to select only the routes that will be best suited for your Direct Mail campaign.

4
Submit
Order Form

Call, Fax or Email your completed order form to Pryor Marketing & Communications, Inc. We'll create a customized, professional quality Direct Mail marketing campaign that costs less than one first class postage stamp. As a member of the Pronto Smart Choice

5
Review & Approve

We will send, via email an electronic version of your Direct Mail piece for you to review for accuracy. Upon your approval, the final Direct Mail pieces are produced, printed and mailed to your targeted consumers.

Advantage program your cost is just .42¢ after National Pronto Headquarters shared cost participation. (Regular .93¢ per piece.) Payment must be paid in full upon submitting your order.

LESS THAN
just
42¢
each
FIRST CLASS POSTAGE

GETTING STARTED IS SIMPLE

Sign Up Today!

2
Choose
Service Specials

Select the three Service Specials you want to promote, then set competitive pricing based on your current local market conditions.

***MORE THAN 1 IN 5 HOUSEHOLDS SURVEYED REPORTED MAKING A PURCHASE AS A RESULT OF ADVERTISING MAIL RECEIVED.**
*United States Postal Service's Household Diary Study

***THE TOP 5 OFFERS THAT CONSUMERS MOST OFTEN RESPOND TO ARE:**
COUPONS, BUY ONE/GET ONE FREE PROMOTIONS, SINGLE ITEM OR SERVICE DISCOUNTS, PERCENT OFF AND GIFT CERTIFICATES.
*Vertis Customer Focus, Direct Marketing 2009: Retail, Conducted on behalf of Vertis Communications by Marshall Marketing & Communications, Print in the Mix - A Clearinghouse of Research on Print Media Effectiveness. www.printinthemix.rit.edu

The following Service Specials are suggestions only and may be customized in any way to suit your campaign.

<p>#1 Front Disc Brake Service</p> <p>\$00⁰⁰</p> <p>Includes installation of quality disc pads; resurface front rotors; repack front wheel bearings (if applicable). Add brake fluid, inspect hydraulic system. Metallic pads extra. Most cars and light trucks. Expires 00/00/13</p>	<p>#2 Rear Brake Special</p> <p>\$00⁰⁰</p> <p>Includes installation of quality brake shoes; re-machine surfaces of rear drums; check brake fluid & inspect front brakes. Most cars and light trucks. Expires 00/00/13</p>	<p>#3 Complete Brake Service</p> <p>\$10 off!</p> <p>Includes installation of quality disc pads/shoes; resurface front rotors; repack front wheel bearings (if applicable). Add brake fluid, inspect hydraulic system. Most cars and light trucks. Expires 00/00/13</p>	<p>#4 Brake Inspection</p> <p>FREE!</p> <p>Brakes don't last forever. So for safety and peace of mind, have your brake system inspected annually. Includes pulling all 4 wheels & inspecting entire brake system: master cylinder, brake lines, front wheel bearings & seals, brake drums & rotors. Expires 00/00/13</p>	<p>#17 Engine Tune-Up Special</p> <p>4 Cyl - \$00⁰⁰ 6 Cyl - \$00⁰⁰ 8 Cyl - \$00⁰⁰</p> <p>Includes replacing spark plugs, inspect air and fuel filters, set timing and adjust carburetor where applicable and road test. Most cars and light trucks. Expires 00/00/13</p>	<p>#18 Major Tune-Up Improve Gas Mileage!</p> <p>4 Cyl - \$20 off 6 Cyl - \$30 off 8 Cyl - \$40 off</p> <p>Includes distributor cap and rotor (where applicable), spark plugs, wires, fuel filter, pcv valve and air filter. Expires 00/00/13</p>	<p>#19 Service Special</p> <p>\$10 off!</p> <p>Receive \$10.00 off on \$100.00 or more of auto services purchased. Includes all services offered. Expires 00/00/13</p>	<p>#20 \$10⁰⁰ Gift Certificate</p> <p>\$10⁰⁰</p> <p>Use toward the purchase of any automotive service offered in this promotion. Must present coupon at time of repair to receive offer. Expires 00/00/13</p>												
<p>#5 Shocks Special</p> <p>\$00⁰⁰</p> <p>Includes a pair of quality gas charged shocks. Most cars and light trucks. Installation not included. Expires 00/00/13</p>	<p>#6 Shocks Special</p> <p>4 for the price of 3!</p> <p>New shocks and struts will put your vehicle's tires back in contact with the road. Now, for a limited time, when you have 4 shocks or struts installed, you only pay for 3. The 4th one is FREE! Expires 00/00/13</p>	<p>#7 Complete Shocks & Strut Service</p> <p>\$10 off!</p> <p>Includes installation of quality gas charged shocks or struts. Most cars and light trucks. Expires 00/00/13</p>	<p>#8 Shocks & Strut Inspection</p> <p>FREE!</p> <p>Worn shocks and struts can cause tires to lose contact with the road. For safety's sake, let us check your shocks and struts... FREE! Expires 00/00/13</p>	<p>#21 Complete Exhaust Service</p> <p>10% off!</p> <p>Repair or replacement of mufflers, tail pipes, dual exhaust and custom systems. Most cars, light trucks and vans. Call for an appointment. Expires 00/00/13</p>	<p>#22 Automatic Transmission Service</p> <p>\$00⁰⁰</p> <p>Includes draining fluid, clean pan, replace pan gasket, install new filter and replace fluid. Most cars and light trucks. Expires 00/00/13</p>	<p>#23 Winterizing Service Special</p> <p>10% off!</p> <p>Includes draining radiator & cooling system, pressure test of system, inspection of water pump, belts & hoses. Refill with up to 2 gallons of premium antifreeze/coolant. Expires 00/00/13</p>	<p>#24 Windshield Wiper Service</p> <p>10% off!</p> <p>Includes new standard blades & installation. Expires 00/00/13</p>												
<p>#9 Thrust Angle Wheel Alignment</p> <p>\$00⁰⁰</p> <p>Set front wheel caster, camber & toe on vehicle to exact O.E. specifications. Cost of shims and installation extra where required. 4-wheel alignment extra. Expires 00/00/13</p>	<p>#10 Four Wheel Alignment</p> <p>\$00⁰⁰</p> <p>Includes setting all front and rear adjustable angles to exact O.E. specifications. Most cars & light trucks. Shims & cams extra if needed. Expires 00/00/13</p>	<p>#11 Computerized Wheel Balance</p> <p>\$00⁰⁰</p> <p>Computerized spin balance all four wheels, rotate tires and inflate tires to proper pressure. Aluminum wheels and locking hub caps extra. Service available for most cars and light trucks. Expires 00/00/13</p>	<p>#12 Four Tire Rotation</p> <p>\$00⁰⁰</p> <p>Includes four tire rotation, air pressure check, and safety check. Expires 00/00/13</p>	<p>#25 Fuel Injection System Maintenance</p> <p>\$00⁰⁰</p> <p>Includes cleaning fuel injectors using pressurized chemical solvent, lubricate upper cylinder areas & add fuel additive to treat remaining fuel. Most cars & light trucks. Expires 00/00/13</p>	<p>#26 Tire Specials</p> <table border="1"> <thead> <tr> <th>GOODYEAR SIZE</th> <th>PRICE</th> </tr> </thead> <tbody> <tr> <td>P185/70R14</td> <td>\$95.95</td> </tr> <tr> <td>P195/70R14</td> <td>\$99.99</td> </tr> <tr> <td>P215/65R15</td> <td>\$109.95</td> </tr> <tr> <td>P215/60R16</td> <td>\$119.95</td> </tr> <tr> <td>P225/60R16</td> <td>\$119.95</td> </tr> </tbody> </table> <p>Expires 00/00/13</p>	GOODYEAR SIZE	PRICE	P185/70R14	\$95.95	P195/70R14	\$99.99	P215/65R15	\$109.95	P215/60R16	\$119.95	P225/60R16	\$119.95	<p>#27 Wheel Specials</p> <p>Discount Wheel Packages Available. Visit our Complete Showroom!</p> <p>Expires 00/00/13</p>	<p>#28 Belt & Hoses Inspection</p> <p>FREE!</p> <p>Includes a complete check on the condition of the belts and hoses and an estimate for parts and labor for replacing belts and hoses. Expires 00/00/13</p>
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P225/60R16	\$119.95																		
<p>#13 Cooling System Service</p> <p>\$00⁰⁰</p> <p>Includes draining radiator; refilling system with up to 2 gallons of premium antifreeze/coolant. Inspection of water pump, belts and hoses. Expires 00/00/13</p>	<p>#14 Air Conditioning Performance Check</p> <p>\$00⁰⁰</p> <p>Inspect and adjust A/C belt. Inspect hoses, fittings & compressor. Perform system leak test. Run performance test. Refrigerant extra. Expires 00/00/13</p>	<p>#15 Oil, Lube & Filter</p> <p>\$00⁰⁰</p> <p>Drain oil & refill with up to 2 quarts major brand motor oil. Install new oil filter. Most vehicles. Environmental oil disposal fee extra. Expires 00/00/13</p>	<p>#16 Front End Repair</p> <p>10% off!</p> <p>Includes CV joint, boots and driveshaft; power steering hose, tie rod ends, idler arm and ball joints. Most cars and light trucks. Expires 00/00/13</p>	<p>#29 Emission System Service</p> <p>10% off!</p> <p>Includes analysis and repair or replacement of catalytic converters, EGR valves, oxygen sensors, smog pumps, air injection tubes and more. Most cars and light trucks. Expires 00/00/13</p>	<p>#30 Brake Drums or Rotors</p> <p>10% off!</p> <p>Includes replacement/resurfacing of brake drums or rotors. Most cars and light trucks. Expires 00/00/13</p>	<p>#31 Antifreeze Flush & Fill</p> <p>10% off!</p> <p>Back flush entire cooling system, inspect all hoses and belts and pressure test for leaks. Antifreeze extra. Most cars and light trucks. Expires 00/00/13</p>	<p>#32 Belt Changeover</p> <p>20% off!</p> <p>Includes replacement of up to three belts, all parts & labor. Vans with engine in passenger compartment & vehicles with transverse mounted engines extra. Most cars & light trucks. Timing belts not included. Expires 00/00/13</p>												