



*Hi Contact Name,*

Please review the settings of your Exclusive Private Sale event scheduled for 06/13/2014. We are excited to be a part of Williamson Chrysler's marketing strategy and look forward to a successful sales event with your team!

Your Advantage Invite settings are below. This information will be sent to our design team so they can create a unique invite design and call to action for each group of invitees. Your Account Manager at EPS will also receive a copy of this document and verify that all settings are correct.

If you selected to include Conquest mailers or Upgrader mailers, EPS will contact you to discuss the details & options for these.

### **Exclusive Private Sale Event Details**

Event Start Date: 08/15/14

Event End Date: 08/20/14

Advertising Options: EPS Advantage

Lead Mining Presets: Model Breakdown

Vehicle Purchase Date Range: From 1 To 6 Years Ago

Total Lead Count: 866

### **Exclusive Private Sale Lead List Details**

#### **1st Lead Group**

Report Group 1 (Vehicle Class: All cars (full, mid, economy, green/hybrid))

Lead Count : 87

## 2nd Lead Group

Report Group 2 (Vehicle Class: SUVs & Crossovers)

Lead Count : 158

## 3rd Lead Group

Report Group 3 (Vehicle Class: Trucks)

Lead Count : 451

## 4th Lead Group

Report Group 4 (Vehicle Class: Vans (including minivans if it is separate))

Lead Count : 48

## 5th Lead Group

All remaining leads

Lead Count : 122

## Exclusive Private Sale Invite Details

Invite Size : Standard Invite

Invite Cost :\$1368.28

## Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$1368.28
Versioning	\$0
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$0
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$4368.28</b>