



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: 06/28/14

Event End Date: 06/29/14

Advertising Options: EPS Advantage

Lead Mining Presets: Equity Scrape

Vehicle Purchase Date Range: From 1 To 6 Years Ago

Total Lead Count: 1000

Exclusive Private Sale Lead List Details

1st Lead Group

Report Group 1 (Positive Equity, No Payments Remaining)

Lead Count : 200

2nd Lead Group

Report Group 2 (Positive Equity, Sub-prime financing)

Lead Count : 200

3rd Lead Group

Report Group 3 (Negative Equity, Sub Prime Financing)

Lead Count : 200

4th Lead Group

Report Group 4 (Positive Equity, Regular Interest Financing)

Lead Count : 200

5th Lead Group

Group 5 (Negative Equity. Regular Interest Financing)

Lead Count : 200

Exclusive Private Sale Invite Details

Invite Size : Standard Invite

Invite Cost :\$1340.00

Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$1340.00
Versioning	\$0
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0
Variable Imaging	\$0
Coloured envelopes	\$0
Total Event Cost	\$4340.00