



*Hi Contact Name,*

Please review the settings of your Exclusive Private Sale event scheduled for 06/21/14. 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: 06/21/14

Event End Date: 06/21/14

Advertising Options: EPS Advantage

Lead Mining Presets: Advanced Options

Vehicle Purchase Date Range: From 2 To 2.5 Years Ago

Total Lead Count: 1

### **Lead Group - 1**

Report Type: Fuel Type

Report Description: This report will allow you to separate your customer leads based on the Fuel Type of the vehicle they last purchased. Choose the Fuel Type(s) you would like to target from the list. When choosing more than 1, hold 'ctrl' while you select. Note: If

you would like to separate your entire list based on all Fuel Types please select "Fuel Type" from our pre-configured list.

## Report Settings

diesel: small\_cars,suvs,crossovers,trucks,vans, 0: 0

Lead Count: 1

## Exclusive Private Sale Invite Details

Invite Size : Large Invite

Invite Cost :\$3.88

## Exclusive Private Sale Price Details

Show Fees	\$3000.00
Invite Cost	\$3.88
Versioning	\$0.00
AutoPen	\$0
Insert - Cardstock	\$0
Insert - Paperstock	\$0.55
Variable Imaging	\$0
Coloured envelopes	\$0
<b>Total Event Cost</b>	<b>\$3004.43</b>