



CAMERA-READY ADVERTISING ARTWORK

NOTICE: These Postcards Are **NOT CO-OP ELIGIBLE**. These ads are provided to assist dealers in promoting service business and bring in new customers.

Dealer Information:

The following two sheets of this file are the front and back of a low-cost postcard mailer you can either print out on your home PC, or have printed out at a local copy center. It is correctly sized for postcard rate stamp (.28 cents as of May 11, 2009).

While it appears WHITE on your screen, it is intended for printing on bright colored card stock or cover stock, a thicker paper available at copy centers and office supply stores. The end result will look something like the card we have set up on this page. For obvious reasons, we would prefer that **RED** is the color used.

By using this technique, you can create a low cost set of postcards (4 per letter sized sheet) using a computer printer, or a photocopy machine.

On the Back Side, just apply a label for your dealership over the words "Dealer Imprint" leaving the Jonsered logo visible, and put your potential customer's label over the words "Mail-To Address". Don't forget the stamp - the Post Office will not deliver this without a stamp.

The Front Side requires an expiration date (on the left side) and any additional services or products you wish to highlight in the space at the bottom. If there are no other products, just put in your dealership information. The percentages and other items may be altered as desired.

If you would like to have your logo and address information put on the backside of the postcard, or information about a sale on the front of the card, please call John Hirtle at (800) 373-5248. We can make modifications to the card, and e-mail a print-ready file to you which you can take to your local printer.

Printer Instructions:

Project: Customer Appreciation Postcards

Source: Page 2 and 3 of this .pdf

Color: 1/1 Black

Paper Size: Letter sized (8.5 x 11)

Paper Type: Colored card or cover stock. Red is preferred.

Final Trim: Cut down to 5.5 inches wide, 4.25 inches tall

Quantity: Determined by dealer.

Approximate size and appearance of the finished card, printed on red card stock.

THIS IS YOUR TICKET TO OUR CUSTOMER APPRECIATION SPECIAL!

BE PREPARED WITH OUR TUNE-UP SPECIAL

INCLUDES:

- Cleaning & Inspection
- New Filters & Spark Plug
- Check Clutch, Sprocket, Carburetor & Safety Functions
- Test Run & Adjustment

10% OFF*

*Does not include the cost of unlisted replacement parts. Some restrictions apply

Offer Expires ___-___-____ • One Offer Good For One Card • Offers Cannot Be Combined • Some Restrictions May Apply • Call For Details

Dealer Imprint Area
And / Or Other Specials

BRING THIS CARD IN AND SAVE WHEN YOU BUY LOCAL!

Note: Ads may be customized at dealers discretion. We recommend forwarding the press quality Acrobat file from the CD directly to your printer in order to ensure the highest quality output.

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**SAVE 10%
OR MORE**

ON SELECTED ACCESSORIES, INCLUDING

- Safety Gear
- Trimmer Heads
- Guide Bars
- Trimmer Line
- Saw Chain
- Brushcutter Blades
- Oil
- Replacement Parts
- Jonsered Clothing, Caps and More!

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