

1221 2ND AVENUE SUITE 300
SEATTLE, WA 98101

Immediate attention required

PRSR STD
U.S. POSTAGE
PAID
DRG

<Name>
<Address_Line_1>
<Address_Line_2>
<City>, <ST> <ZIP+4>
<barcode>

The Newspaper
Direct Mail Co-op

NEW YEAR SAVINGS

Reply before February 15, 2016.

Special Offer Code: XXXX

Yes, I want to save up to XX% in the New Year!

Choose Your 13 Week Subscription	Your Special Rate
<input type="checkbox"/> 7 Days a Week	Only \$3.99 per week
<input type="checkbox"/> Thursday-Sunday	Only \$2.99 per week
<input type="checkbox"/> Sunday-Only	Only \$1.99 per week

PAYMENT INFORMATION:

- My check is enclosed (payable to <Newspaper>)
 Please charge my credit card (enter details on back):

<Name>
<Address_Line_1>
<Address_Line_2>
<City> <ST> <ZIP+4>
<barcode>

Offer Code: XXXX

0116-XX

▲ Detach at perforation. Complete top portion and mail in the postage-paid envelope provided. ▲

NEW YEAR. NEW SAVINGS. IT ALL BEGINS NOW!

Dear <Sam>,

Just because the holidays are over, doesn't mean your savings should be.

That's why we are offering you one of the best money-savings subscription offers of the year. Subscribe to the <Newspaper> today and start the New Year off right with up to XX% savings.

Every week you'll enjoy:

- **Home delivery PLUS** an all-access pass to <newspaper.com>
- **\$200 in weekly coupons and savings** to your favorite stores
- **Breaking news stories** you can't find anywhere else.
- **Up to-the-minute traffic and weather reports** to better prepare you for your week ahead.
- **In-depth sports coverage** to help keep track of all your favorite teams!

Plus, the Sunday edition will keep you fully entertained ALL weekend long.

It's simple. Respond before February 15, 2016 to get all the best local, state, and national news coverage delivered right to your door. Just select the subscription plan that works best for you. But hurry. **Your exclusive New Year savings ends soon.**

Don't miss your chance to save up to XX% in the New Year!



SUBSCRIBE ONLINE AT loremipsum.com/offerxxxx

CALL: 123-456-7890 (mention offer code XXXX) Or simply complete and return the attached reply form.

The Newspaper Direct Mail Co-op

Please charge my credit card:

AmEx Discover MasterCard Visa

CARD NUMBER

EXP. DATE (MM/YY)

CARDHOLDER'S SIGNATURE (REQUIRED)

PHONE NUMBER

EMAIL ADDRESS

Check here if you do not want to receive email offers and information.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla mattis commodo ipsum, sit amet pellentesque diam auctor at. Proin odio eros, dignissim ut ipsum et, tempor molestie nisi. Maecenas a viverra turpis. Praesent tincidunt mattis condimentum. Ut sagittis eros nec augue sollicitudin, sed egestas est iaculis. Praesent at sodales sapien, ut rhoncus dui. Etiam nec commodo mauris. Proin aliquet, lacus sed dapibus suscipit, lacus lorem molestie velit, eget convallis turpis magna nec justo. consectetur adipiscing elit. Nulla mattis commodo ipsum, sit amet pellentesque diam auctor at. Proin odio eros, dignissim ut ipsum et, tempor molestie nisi. Maecenas a viverra turpis. Praesent tincidunt mattis condimentum. Ut sagittis eros nec augue sollicitudin, sed egestas est iaculis. Praesent at sodales sapien, ut rhoncus dui. Etiam nec commodo mauris. Proin aliquet, lacus sed dapibus suscipit, lacus lorem molestie velit, eget convallis turpis magna nec justo.