

The Newspaper
Direct Mail Co-op

1234 East Street, Metropolis, US 23456

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<John Sample>
<123 Any Street>
<Anytown, US 12345>
<barcode>

ATTENTION

For a limited-time only,
get 7-day home delivery
for one of the lowest rates
of the season.

**HOLIDAY
SAVINGS!**

You are approved for the following offer:

Reply by
<Month, Day, Year>

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• Home delivery PLUS an all-access pass to <newspaper.com>	INCLUDED
• <\$200> in weekly coupons to your favorite local stores	INCLUDED
• In-depth sports and lifestyle coverage	INCLUDED
• Up-to-the-minute weather and traffic reports	INCLUDED
• <Saturday features> on what's hot or not around town	INCLUDED

Dear <Ash Williams>,

Because the holidays are for giving AND receiving, **we wanted to give you 58% off** <Newspaper>—delivered right to your door. Plus, inside access to <Newspaper.com> so you can get all the news you want, right when you want it. At home or on the go.

That means you'll pay one of the lowest rates of year for all the local, state and national news coverage you can't find anywhere else.

Just fill out the form below, **call XXX-XXX-XXXX or go to www.newspaper.com** and **enter your unique promo code XXXXX**. But you need to hurry! This limited-time holiday offer for new customers only. There's no obligation.

Sincerely,

Signature Name
<Name>
<Title>



Holiday Savings

13-week subscription to <Newspaper>.
7 Days a Week – only \$3.99/ week.

PLEASE START MY 13-WEEK SUBSCRIPTION FOR:

☐ **7 Days a Week**
\$3.99/week + tax

☐ **Thursday thru Sunday**
\$2.99/week + tax

☐ **Sunday-Only**
\$1.99/week + tax

Act now and **save up to 50% for the holidays!**
Subscribe to the <Newspaper> today.

Sample A. Sample
12345 Busy St
Hometown, US 98765-4321
<barcode>

PAYMENT OPTIONS

- ☐ **Bill me for the subscription I selected.**
- ☐ **My check is enclosed for 13 weeks:**
Payable to: Newspaper Co-op
☐ 7 Days a Week – \$51.87 + tax
☐ Thursday – Sunday – \$51.87 + tax
☐ Sunday-Only – \$25.87 + tax