# The Newspaper Birect Mail Co-op

1234 East Street, Metropolis, US 23456

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## The Newspaper Direct Mail Co-op

## THIS HOLIDAY, IT'S BETTER TO GIVE AND RECEIVE.

So here's our gift to you: 50% off our home delivery rate.

#### **ATTENTION**

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



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

You are approved for the following offer:	Reply by <month, day,="" year=""></month,>	Page 1 of 1	
Home delivery PLUS an all-access pass to <newspaper.com></newspaper.com>	INCLUDED	INCLUDED	
<\$200> in weekly coupons to your favorite local stores	INCLUDED	INCLUDED	
In-depth sports and lifestyle coverage	INCLUDED	INCLUDED	
Up-to-the-minute weather and traffic reports	INCLUDED	INCLUDED	
<saturday features=""> on what's hot or not around town</saturday>	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-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 Value

<Name>

<Title>



### **Holiday Savings**

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

# The Newspaper Direct Mail Co-op

PLEASE START MY 13-WEEK SUBSCRIPTION FOR:			
☐ 7 Days a Week	☐ Thursday thru Sunday	☐ Sunday-Only	
\$3.99/week + tax	\$2.99/week + tax	\$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



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