

# VIP Value Days

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**B&B**CMK  
Banker & Brisebois  
The Retail Advertising Experts

SAVINGS CERTIFICATE

**VIP Value Days**  
EXCLUSIVE SALES EVENT

**15% Off\*** *Your total day's purchase!*

**NO Interest** for **6 Full Months!**

Store Name and information go here

\*\*\*\*\*AUTOCR\*\*\*\*

The Jones Family  
12345 Street  
Anytown, State USA

Dear Friend

Thank You! Thank You! Thank You! We know that our success over the years is the result of continued support from Very Important People like you. And to show our appreciation, I'd like to invite you to V.I.P. Value Days, an exclusive 4-day event we've planned just for our Preferred Customers. Complete with free gifts, special finance offers and a bonus savings certificate that lets you save an additional 15% off your entire days purchase, this is one event you won't want to miss!

THURSDAY...	Month 00th	10am-9pm
FRIDAY...	Month 00th	10am-9pm
SATURDAY...	Month 00th	10am-6pm
SUNDAY...	Month 00th	Noon-6pm

It has never been easier to save! Simply tear off your V.I.P. Savings Certificate and bring it into our store anytime between Thursday, Month 00 and Sunday, Month 00. Browse through our storewide selection of name brand furnishings, and your sales associate will then take an extra 15% off your purchase. It's that easy! But hurry... these V.I.P. Values will be over soon! Sincerely,

Signature

Store Name

*P.S. I've included a second Savings Certificate so you can share these exclusive V.I.P. Values with your family & friends!*

**Free** Wall Clock  
Just for cutting in.

No Purchase Necessary! Complete with free gifts, special finance offers and a bonus savings certificate that lets you save an additional 15% off your entire days purchase, this is one event you won't want to miss!

**FREE** 16-pc. Sunflower Dinnerware  
with purchase of \$99 or more.

Highlights up any meal with this ceramic set including 4 essential pieces: soup/casserole bowl, includes 4 ea. dinner plate, lunch plate, bowl and mug.

**VIP Value Days** Savings Certificate

Shop our store Thursday, Month 0th - Sunday, Month 0th during V.I.P. Value Days and receive

**15% Off\*** *Your total day's purchase!*

**NO Interest** for **6 Full Months!**

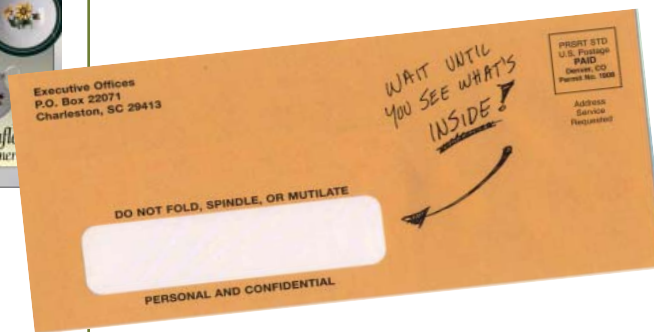
STORE NAME

Designed as an exclusive Bonus Savings Certificate event for your existing customers, this attractive mailer does double-duty with the addition of a second Bonus Savings Certificate that your customers can give to their friends or family.

The 8" x 14" letter folds to fit into a # 10 windowed envelope. Your customer's name and address is printed on the certificate and shows through the window. You determine the value of the Bonus Certificates and any other special offers you wish to include, as well as your choice of gift items.

### The VIP Value Days Mailer is available two ways:

- 1) **All Inclusive** – B&B/CMK handles everything for you. Includes customization printing, insertion, mailing list, addressing, postage, postal compliance, forms, permits, and delivery to the post office. **BONUS!** Free Mailing Lists – Supplement your own list (includes Free de-duping) or get a whole new list **FREE** when you let B&B handle your mailing.
- 2) **Print Only** – B&B/CMK handles the customization, printing and insertion. The pieces are then shipped to your Store or Mailing House if you want to handle the mail processing.



Visit our selection of Gift & Traffic items by clicking the link below:  
<http://www.bbcmk.com/Gifts.htm>

Toll Free: 800.456.0210

Office: 248.540.1033

Fax: 248.540.4379

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