

# TARGETED CONSUMER Direct Mail 2021

Call or Email  
Pryor Marketing  
at 479-783-1904 /  
pmc@ipa.net for  
complete ordering  
information!

LESS THAN  
just  
**59¢**  
each  
FIRST CLASS POSTAGE

## IMPORTANT DATES TO REMEMBER

Spring Into Spring Car Care

• Mar. 15 - May 15 • *Deadline to Submit Order: Feb. 19*

Sizzlin' Summer Savings

• June 1 - July 31 • *Deadline to Submit Order: May 3*

Fall Car Care

• Sept. 1 - Oct. 30 • *Deadline to Submit Order: Aug. 2*

Winterizing Service Specials

• Nov. 1 - Dec. 31 • *Deadline to Submit Order: Oct. 4*



## GETTING STARTED IS SIMPLE



Choose the look of your Direct Mail piece. Card fronts can be seen on reverse side.



Select 3 or 4 Service Specials you want to promote. Service Special suggestions can be seen on reverse side.



Determine the quantity of pieces to be mailed, minimum of 1,000 pieces. Then, using targeted mapping software, we will provide you with demographic information and maps of mail carrier routes within your zip code.



Carrier Routes in ZIP Code 72098  
FORT SMITH, Arkansas

Route	Type of Route	County Code	Business Count	Apartment Count	PO Box Count	Residential Count	Avg Household Income	Avg Property Value	Other Map
CS45	City	01131	61	126	0	456	\$37,000	\$141,273	Map
CS51	City	01131	11	0	0	550	\$45,000	\$139,085	Map
CS53	City	01131	45	48	0	437	\$34,000	\$82,888	Map
CS52	City	01131	1	20	0	652	\$38,000	\$96,327	Map
CS58	City	01131	0	0	0	446	\$45,000	\$168,887	Map
CS63	City	01131	100	100	0	297	\$45,000	\$65,298	Map
CS62	City	01131	15	74	0	452	\$45,000	\$77,258	Map
CS68	City	01131	36	270	0	350	\$45,000	\$112,240	Map
CS71	City	01131	86	84	0	488	\$36,000	\$98,039	Map
CS72	City	01131	0	0	0	366	\$58,000	\$123,440	Map
CS79	City	01131	0	0	0	344	\$38,000	\$121,817	Map
<b>Totals</b>			<b>373</b>	<b>775</b>	<b>0</b>	<b>4,902</b>			



Call or Email Pryor Marketing & Communications at 479-783-1904 / pmc@ipa.net to place your Direct Mail order. As a member of the Pronto Smart Choice program your cost is just .59¢ after National Pronto Headquarters shared cost participation (regular .96¢ per piece).



We will send, via email, an electronic version of your Direct Mail piece for you to review for accuracy. Upon your approval, the final Direct Mail pieces are produced, printed and mailed to your targeted consumers!

See reverse side for more details!

Sign Up Today!



Choose the look of your Direct Mail piece. Select one of the following options or, submit a photo of your facility or your own card design for a truly unique piece.



Select 3 or 4 Service Specials you want to promote, then set competitive pricing based on your current local market conditions. The following Service Specials are suggestions only. Fully customized Service Specials available upon request.

<p>#1</p> <p><b>Oil, Lube &amp; Filter</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Drain oil &amp; refill with up to 5 quarts major brand motor oil. Install new oil filter. Most vehicles. Environmental oil disposal fee extra.</p> <p>Expires 00/00/21</p>	<p>#2</p> <p><b>Complete Brake Service</b></p> <p><b>\$10 off!</b></p> <p>Includes installation of quality disc pads/shoes; resurface front rotors; repack front wheel bearings (if applicable). Add brake fluid, inspect hydraulic system. Most cars and light trucks.</p> <p>Expires 00/00/21</p>	<p>#3</p> <p><b>Brake Inspection</b></p> <p><b>FREE!</b></p> <p>Brakes don't last forever. So for safety and peace of mind, have your brake system inspected annually. Includes pulling all 4 wheels &amp; inspecting entire brake system: master cylinder, brake lines, front wheel bearings &amp; seals, brake drums &amp; rotors.</p> <p>Expires 00/00/21</p>	<p>#4</p> <p><b>Winterizing Service Special</b></p> <p><b>10% off!</b></p> <p>Includes draining radiator &amp; cooling system, pressure test of system, inspection of water pump, belts &amp; hoses. Refill with up to 2 gallons of premium antifreeze/coolant.</p> <p>Expires 00/00/21</p>	<p>#5</p> <p><b>Service Special</b></p> <p><b>\$10 off!</b></p> <p>Receive \$10.00 off on \$100.00 or more of auto services purchased. Includes all services offered.</p> <p>Expires 00/00/21</p>
<p>#6</p> <p><b>\$10<sup>00</sup> Gift Certificate</b></p> <p><b>\$10<sup>00</sup></b></p> <p>Use toward the purchase of any automotive services offered in this promotion. Must present coupon at time of repair to receive offer.</p> <p>Expires 00/00/21</p>	<p>#7</p> <p><b>Shocks Special</b></p> <p><b>4 for the price of 3!</b></p> <p>New shocks and struts will put your vehicle's tires back in contact with the road. Now, for a limited time, when you have 4 shocks or struts installed, you only pay for 3. The 4<sup>th</sup> one is FREE!</p> <p>Expires 00/00/21</p>	<p>#8</p> <p><b>Complete Shocks &amp; Strut Service</b></p> <p><b>\$10 off!</b></p> <p>Includes installation of quality gas charged shocks or struts. Most cars and light trucks.</p> <p>Expires 00/00/21</p>	<p>#9</p> <p><b>Four Wheel Alignment</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Includes setting all front and rear adjustable angles to exact O.E. specifications. Most cars &amp; light trucks. Shims &amp; cams extra if needed.</p> <p>Expires 00/00/21</p>	<p>#10</p> <p><b>Computerized Wheel Balance</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Computerized spin balance all four wheels, rotate tires and inflate tires to proper pressure. Aluminum wheels and locking hub caps extra. Service available for most cars and light trucks.</p> <p>Expires 00/00/21</p>
<p>#11</p> <p><b>Four Tire Rotation</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Includes four tire rotation, air pressure check, and safety check.</p> <p>Expires 00/00/21</p>	<p>#12</p> <p><b>Front End Repair</b></p> <p><b>10% off!</b></p> <p>Includes CV joint, boots and driveshaft; power steering hose, tie rod ends, idler arm and ball joints. Most cars and light trucks.</p> <p>Expires 00/00/21</p>	<p>#13</p> <p><b>Cooling System Service</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Includes draining radiator; refilling system with up to 2 gallons of premium antifreeze/coolant. Inspection of water pump, belts and hoses.</p> <p>Expires 00/00/21</p>	<p>#14</p> <p><b>Air Conditioning Performance Check</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Inspect and adjust A/C belt. Inspect hoses, fittings &amp; compressor. Perform system leak test. Run performance test. Refrigerant extra.</p> <p>Expires 00/00/21</p>	<p>#15</p> <p><b>Antifreeze Flush &amp; Fill</b></p> <p><b>10% off!</b></p> <p>Back flush entire cooling system, inspect all hoses and belts and pressure test for leaks. Antifreeze extra. Most cars and light trucks.</p> <p>Expires 00/00/21</p>
<p>#16</p> <p><b>Automatic Transmission Service</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Includes draining fluid, clean pan, replace pan gasket, install new filter and replace fluid. Most cars and light trucks.</p> <p>Expires 00/00/21</p>	<p>#17</p> <p><b>Complete Exhaust Service</b></p> <p><b>10% off!</b></p> <p>Repair or replacement of mufflers, tail pipes, dual exhaust and custom systems. Most cars, light trucks, and vans. Call for an appointment.</p> <p>Expires 00/00/21</p>	<p>#18</p> <p><b>Emission System Service</b></p> <p><b>10% off!</b></p> <p>Includes analysis and repair or replacement of catalytic converters, EGR valves, oxygen sensors, smog pumps, air injection tubes and more. Most cars and light trucks.</p> <p>Expires 00/00/21</p>	<p>#19</p> <p><b>Fuel Injection System Maintenance</b></p> <p><b>\$00<sup>00</sup></b></p> <p>Includes cleaning fuel injectors using pressurized chemical solvent, lubricate upper cylinder areas &amp; add fuel additive to treat remaining fuel. Most cars &amp; light trucks.</p> <p>Expires 00/00/21</p>	<p>#21</p> <p><b>Engine Tune-Up Improve Gas Mileage!</b></p> <p><b>4 Cyl = \$21 off</b> <b>6 Cyl = \$30 off</b> <b>8 Cyl = \$40 off</b></p> <p>Includes distributor cap and rotor (where applicable), spark plugs, wires, fuel filter, pcv valve and air filter.</p> <p>Expires 00/00/21</p>