GETTING STARTED IS SIMPLE

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

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

3. 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.

4. 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 .45¢ after National Pronto Headquarters shared cost participation (regular .96¢ per piece).

5. 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!
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.

#1 Oil, Lube & Filter
$00.00
Drain oil & refill with up to 5 quarts major brand motor oil. Install new oil filter. Most vehicles. Environmental oil disposal fee extra.
Expires 03/30/19

#2 Complete Brake Service
$10.00 off!
Includes installation of quality disc brake pads/hoses; rear disc brake rotors; repack front wheel bearings (if applicable). Add brake fluid, inspect hydraulic system. Most cars and light trucks.
Expires 03/30/19

#3 Brake Inspection
FREE!
Brakes don’t last forever. So for safety and peace of mind, have your brake system inspected annually. Includes checking all 4 wheels & inspecting entire brake system: master cylinder, brake lines, front wheel bearings & seals, brake drums & rotors.
Expires 03/30/19

#4 Winterizing Service Special
10% off!
Includes draining radiator & cooling system, pressure test of system, inspection of water pump, belts & hoses. Refill with up to 2 gallons of premium antifreeze/coolant.
Expires 03/30/19

#5 Service Special
$10.00 off!
Receive $10.00 off on $100 or more of auto services purchased. Includes all services offered.
Expires 03/30/19

#6 $10.00 Gift Certificate
Use toward the purchase of any automotive service offered in the promotion. Must present coupon at time of repair to receive offer.
Expires 03/30/19

#7 Shocks Special
4 for the price of 3!
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 4th one is FREE!
Expires 03/30/19

#8 Complete Shocks & Strut Service
$10.00 off!
Includes installation of quality gas charged shocks or struts. Most cars and light trucks.
Expires 03/30/19

#9 Four Wheel Alignment
$00.00
Includes setting all front and rear adjustable angles to exact O.E. specifications. Most cars & light trucks. Shims & cams extra if needed.
Expires 03/30/19

#10 Computerized Wheel Balance
$00.00
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.
Expires 03/30/19

#11 Four Tire Rotation
$00.00
Includes four tire rotation, air pressure check, and safety check.
Expires 03/30/19

#12 Front End Repair
10% off!
Includes CV joint, boots and driveshaft; power steering hose, tie rod ends, idler arm and ball joints. Most cars and light trucks.
Expires 03/30/19

#13 Cooling System Service
$00.00
Includes draining radiator; refilling system with up to 2 gallons of premium antifreeze/coolant. Inspection of water pump, belts and hoses.
Expires 03/30/19

#14 Air Conditioning Performance Check
$00.00
Expires 03/30/19

#15 Antifreeze Flush & Fill
10% off!
Back flush entire cooling system, inspect all hoses and belts and pressure test for leaks. Antifreeze extra. Most cars and light trucks.
Expires 03/30/19

#16 Automatic Transmission Service
$00.00
Includes draining fluid, clean pan, replace pan gasket, install new filter and replace fluid. Most cars and light trucks.
Expires 03/30/19

#17 Complete Exhaust Service
10% off!
Repair or replacement of mufflers, tail pipes, dual exhaust and custom systems. Most cars, light trucks and vans. Call for an appointment.
Expires 03/30/19

#18 Emission System Service
10% off!
Includes analysis and repair or replacement of catalytic converters. EGR systems, oxygen sensors, smog pumps, air injection tubes and more. Most cars and light trucks.
Expires 03/30/19

#19 Fuel Injection System Maintenance
$00.00
Includes cleaning fuel injectors using pressurized chemical solvent, lubricates upper cylinder areas & adds fuel additive to treat remaining fuel. Most cars & light trucks.
Expires 03/30/19

#20 Engine Tune-Up Improve Gas Mileage!

- 4 Cyl - $20 off
- 6 Cyl - $30 off
- 8 Cyl - $40 off

Includes distributor cap and rotor (where applicable), spark plugs, wires, fuel filter, pro valve and air filter.
Expires 03/30/19