

Invest in America



Private Offer Promotional Materials

We've made it easy for your credit union to advertise the GM Private Offer with affordable customized promotional materials. There is a \$75 fee each for creative customization of the letter and/or postcard. You will be given a pdf file of the promotional piece. For an additional cost, we can print them for you – at a reasonable price (see below). Or you can bring the QuarkXPress 8 file to a printer of your choice.



Letter

Size: 8.5" x 11"
Stock: 80#, gloss text
Ink: 4/0 process, 1 side

Quantity	Price
200	\$369
500	\$423
1,000	\$500
5,000	\$1,085

Printing

The letter prices **do not** include the \$75 customization fee or any mailing costs. Please contact IIA Marketing at 800.435.2824 for further information on mailing procedures.

Postcard

Size: 6" x 9"
Stock: 100# gloss cover
Ink: 4/4 process, 2-sided

Quantity	Price
200	\$519
500	\$572
1,000	\$650
5,000	\$1,253

Printing

The postcard prices **do not** include the \$75 customization fee. The postcard prices include: inkjet addressing of the members' addresses from client-supplied mailing list (with GM authorization codes incorporated). **Postage is an additional cost.**



Please see the next page to place your order.

Order Form

To order your GM Private Offer promotional materials, please fill in the form below, print and fax it to **734.793.5160**.

What we need from you:

- **Logo** – must be supplied as a jpeg, tif or eps file and emailed to **IIAMarketing@cucorp.com**

- **Loan details** – please fill out your credit union's loan details:

Here's your chance to make your next auto purchase count toward aiding national economic recovery while getting ultra-low pricing, a great interest rate on financing, and cash back to boot! Start the ball rolling when you apply to get pre-approved for a . % **APR CU Name Here auto loan for - months.** But hurry, this promotion is available on most 2009 and 2010 GM vehicles from / / to / / only!

Rates current as of / / unless otherwise noted and are subject to change without notice.

- When ordering the postcard, please email the mailing list with GM authorization codes incorporated to **IIAMarketing@cucorp.com**

Your Information

CREDIT UNION NAME
CONTACT NAME/TITLE
PHONE NUMBER
E-MAIL ADDRESS
ADDRESS
CITY/STATE/ZIP

SHIP TO:

ITEM	CUSTOMIZATION FEE	TOTAL QTY.	PRICE
LETTER	\$75		
POSTCARD	\$75		

ADDITIONAL INFORMATION

Prices subject to change.

Shipping services – All orders are completed and filled as quickly as possible and shipped by UPS ground service. Each order will be charged a \$5.95 handling fee for the first box, and \$3.00 for each additional box (+ freight). If you ever have a particular need to receive a product quickly, just ask! Arrangements can be made for special overnight or 2-day UPS shipments at a normal additional cost.