



# Cadillac Dealer Newsletter CONTRACT



## DEALERSHIP INFORMATION

Dealership Name \_\_\_\_\_  
 Dealership Address \_\_\_\_\_  
 Mailing Address (if different from above) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Web Address \_\_\_\_\_

## QUARTERLY SCHEDULE *(Circle starting quarter)*

Spring Summer Fall Winter  
 April 15 July 15 Oct. 15 Jan. 15

## NEWSLETTER PRICING

### MAILING OPTIONS:

- Mail my newsletters for me (Postage/mail processing 34c per piece)
- I will supply my own mailing list or labels (\$75 formatting fee per list supplied)
- Pull my customer list from my database (\$125 up to 1,000 names, \$25 for each add'l 1,000\*)
- Reynolds & Reynolds  ADP  Other \_\_\_\_\_
- I want to order a prospecting mailing list\* (\$75 per 1,000 names, min. of 2,000 names, plus mailing fees.)  
 \*\$150 minimum. Cost includes removing duplicate owners.
- Ship my newsletters to me, I will mail my OWN. (Via UPS at \$25 per box, maximum 1,000 per box)

QUARTERLY NEWSLETTER QUANTITY	PER-PIECE COST*
1,000 - 1,999	.55
2,000 - 3,999	.52
4,000 - 5,999	.50
6,000 - 7,999	.48
8,000 - 9,999	.46
10,000 - 11,999	.45
12,000 - 13,999	.44
14,000 - 15,999	.43
16,000 - 17,999	.42
18,000 - 19,999	.41
20,000 - 24,999	.40
25,000 - 29,999	.39
30,000 - 34,999	.38
35,000 - 39,999	.37
40,000 - 49,999	.36
50,000 +	.35

## QUARTERLY NEWSLETTER ESTIMATE

Quantity\* \_\_\_\_\_ x Price/Piece \_\_\_\_\_ = Newsletter Cost \_\_\_\_\_  
 + Setup Fee \$100  
 + List Cost \_\_\_\_\_  
 + Mailing Cost \_\_\_\_\_  
 + Shipping Cost \_\_\_\_\_  
 TX dealerships add 8.25% tax \_\_\_\_\_  
**Total Quarterly Newsletter Cost** \_\_\_\_\_

\*Mailing and shipping costs not included in price per piece. Minimum 1000 newsletters per quarter. Order in increments of 100. Custom imprints in black.

## QUARTERLY PAYMENT OPTIONS *(must be paid prior to shipping or mailing)*

Prepay by check made out to The Newsletter Company  
 Charge to Visa  Charge to MasterCard Name on Card \_\_\_\_\_  
 Acct. # \_\_\_\_\_ Exp. date \_\_\_\_\_

## YOUR AUTHORIZATION

I understand that by signing up for *Cadillac Innovation* I am agreeing to a minimum of four consecutive quarters. I agree to pay the total quarterly cost as calculated above, or as modified due to changes in my quantity or services. To cancel for any reason, a cancellation notice must be submitted in writing 30 days prior to the issue date. If cancellation notice is received less than 30 days prior to the issue date, I understand I will owe the full amount for that issue. In addition, canceling prior to the fourth consecutive quarter will result in a \$500 early termination fee billed to the dealership. Automatic quarterly renewal after the fourth quarter will be in effect unless a cancellation notice is submitted.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Questions? Call (800) 828-7198 or visit [CadillacNewsletter.com](http://CadillacNewsletter.com)

**FAX to (214) 871-0554**

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A Division of McKinley Communications