

GO THE EXTRA ROUND IN '85

Remington Rimfire Rebate

The Product



1522
"High Velocity" 22



1622
"High Velocity"
Hollow Point 22



1922
Hyper Velocity
"Viper" 22



1722
Hyper Velocity
"Yellow Jacket" 22



Now your customers can receive their choice of a \$4 cash rebate or a free Remington buckle with specified proof of purchase for Remington Rimfire Long Rifle cartridges in 500 round "bricks."

Note: Thunderbolt 22 and products in 100 packs are excluded.

The Offer



\$4 CASH or Remington Belt Buckle with proof of purchase for one brick



OR Remington Belt Buckle with Matching Belt with proof of purchase for two bricks

The Procedure

To receive the \$4 cash rebate or the free buckle, each qualifying claim must include:

- Official Remington Rimfire Coupon
- Dated, store-identified cash register receipt with price paid circled
- BOTH end flaps clipped from the 500 round brick of any Remington Rimfire Long Rifle cartridges.



To receive the belt and buckle, the claim must include the coupon plus a cash register receipt for the purchase of two bricks and four end flaps.

The Timing

This offer applies to retail purchase made March 17 through June 16, 1985. Claims must be postmarked on or before June 30, 1985. Sorry, no rain checks will be accepted.

Remington Can Help...

We will inform your customers about our rebate offer through:

- In-store point of purchase displays carrying official coupons
- Co-op advertising assistance on dealer ads

Go The Extra Round... Advertise!

Remington will support your sales efforts through our Co-operative Advertising Program. For the 1985 Rimfire Rebate, we have developed an in-store display and an advertisement which are supplied to you with this program.

Bonus! You will be granted an additional 10% of your co-op assistance for running the supplied advertisement without modifications in your local media. See details on the ad slick.

Remington's Bounce Back Bonus

Some of your customers may want more than one belt and buckle. Therefore, with each rebate check mailed, Remington will send out an offer of a buckle and belt for \$5 plus one proof of purchase of a brick of any product listed above, good through August 30, 1985. This Bounce Back offer is an inexpensive way to increase sales and traffic in your store, long after the rebate offer has ended.