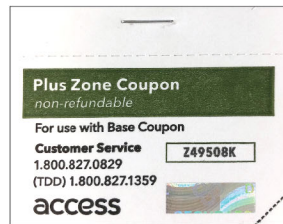
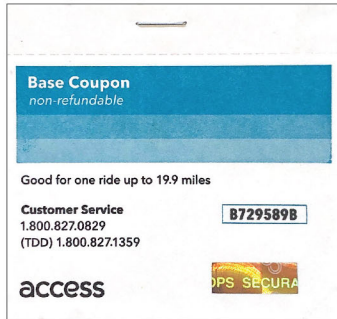


## PREVIOUS COUPON



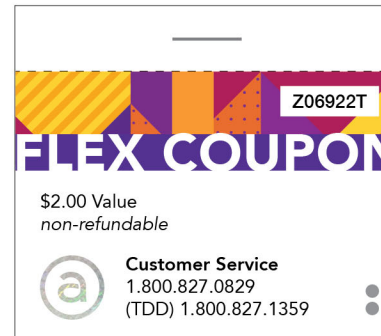
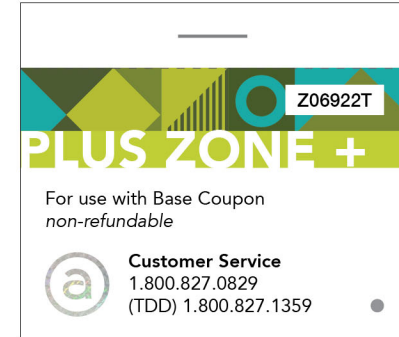
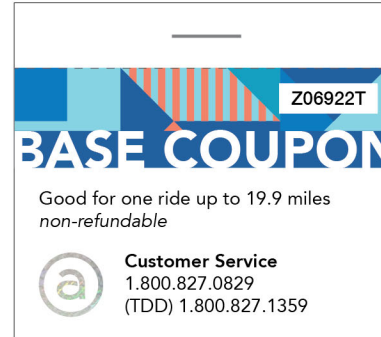
SIZE:

BASE: 3.5" X 3.25"

PLUS: 2.75" X 2.25"

10PT TYPE SIZE

## NEW COUPON



SIZE:

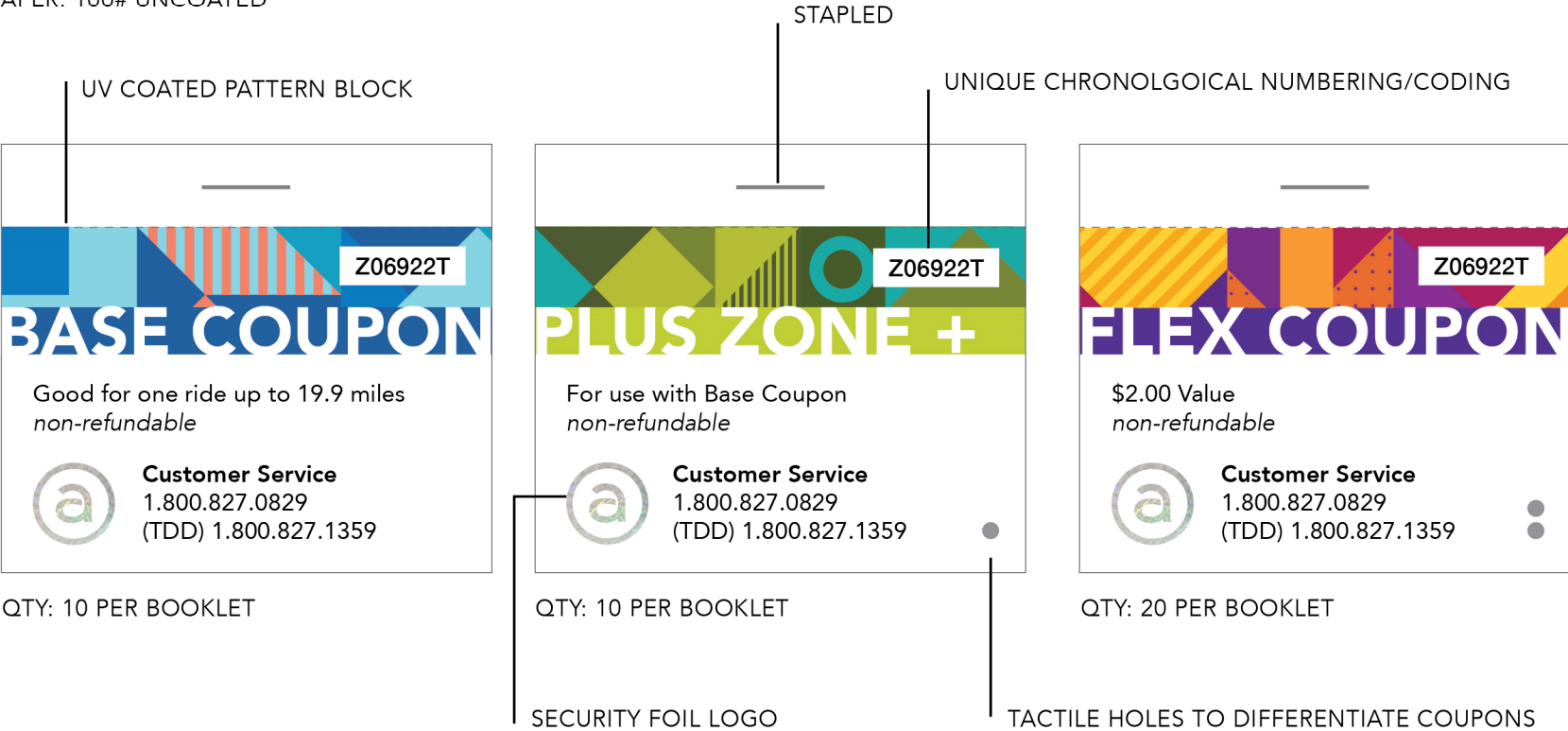
SAME ACROSS: 4" X 3.5"

14PT TYPE MINIMUM

TACILE DIFFERENTATED

# SPECIFICATIONS & IMPROVEMENTS

COUPON BOOKET SIZE: 4" X 3.5"  
 COLOR: CMYK + FOIL + SPOT UV + NUMBERING  
 FINISHING: DRILLED HOLES AND STAPLING  
 PAPER: 100# UNCOATED



# MARKETING

MARKETING WOULD BE  
IN THE FORM OF:


EBLAST

WEBSITE TAKEOVER

MAILER

ON-HOLD CALLS

**Access is changing its coupons.**



Use the **Base Coupon** (\$2.25) for a ride under 20 miles.

Need to go on a longer trip? Use the **Base Coupon** with the **Plus Zone Coupon** (\$0.75).

Got old coupons? Don't worry, you can still use them to pay your fares.

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**TDD 1.800.827.1359**

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