

# Biofuels Postcard Form

Use this form to create the postcard that's right for your biofuel station opening. If you are carrying both biodiesel and E85, please submit one form per fuel (that is, one form for E85 cards and one form for biodiesel cards). Forms may be saved and submitted as an attachment to Erika Wiggins at [Erika@CleanFuelsOhio.org](mailto:Erika@CleanFuelsOhio.org) ***at least*** 10 working days before the desired in-home date.

Before you begin filling in your choices on this form, we highly recommend that you look over some of our previous mailings at [www.CleanFuelsOhio.org/postcards](http://www.CleanFuelsOhio.org/postcards) to get an idea of how the front and back of the cards will look.

Store Name:

Store Address:

Contact Person:

Contact Phone Number:

Contact Email Address:

What is the date you would like to have your postcards in-home? Remember, this form has to reach us at least 10 working days before your in-home date.

# POST CARD FRONT:

Please choose one image to appear on the front of the postcard

Recommended for E85:



Recommended for biodiesel:



Recommended for either E85 or biodiesel:



Please choose a front text for your postcard:

*Can You Drive E85?  
E85. More Power, Less Smog.  
MADE IN THE USA.*

*You may be driving a flex-fuel vehicle  
Choose E85  
Clean, Renewable, and now available near you!!*

*E85 – Your Convenient Option for Clean Air  
Now available near you*

*Biodiesel: A cleaner, better fuel...  
Now available near you.*

*If you use diesel, you can use BIODIESEL  
A better fuel for your fleet.*

*Biodiesel: Pump the fuel that pumps up our country.*

*Biodiesel: A renewable, American Fuel  
Now available near you.*

*Write your own:*

## Your Station Logo

If you would like to have your station logo and address printed on the front of the card, please attach it to an email and send along with this form. Please carefully read the following file requirements. Call Erika at 614.292.5075 with any questions. Low resolution and/or otherwise unusable logos can be cleaned and edited, but because of limited staff resources we must charge \$50/hour for this service.

- All file formats are accepted, but .eps or .jpg are preferred.
- The logo must be at least 1.5" tall at 300 DPI
- Logos with transparent backgrounds look the best, but are not required
- CMYK color information preferred; we cannot be responsible for color presentation with RGB files.

I have attached a logo

I have not attached a logo

# POST CARD BACK

Please choose one image to appear on the back of the postcard (choose a different image than the one you chose for the front):

Recommended for E85:



Recommended for biodiesel:



Recommended for either E85 or biodiesel:



**BACK TEXT:**

All postcards will have an informational paragraph on the back educating the consumer about the fuel. Please choose the appropriate educational paragraph or write your own:

*Biodiesel is the better fuel for your vehicles. Its superior lubricity will keep your vehicles running smoothly, while decreased tailpipe emissions help clear the air. Add to this the fact that it's made from US crops like soybeans, and it's a great choice.*

*Ready to drive E85? You may already be driving a Flexible Fuel Vehicle that can run on E85, a fuel that's 85% Ethanol and 15% gasoline. E85 is cleaner than gasoline, high octane, and it's renewable. We can grow more right here in Ohio! Check under your fuel lid for a sticker indicating E85 use, or look up your vehicle on [www.CleanFuelsOhio.org/FFV](http://www.CleanFuelsOhio.org/FFV) to see if you can drive E85!*

Postcards also can include educational information about your specific station and/or grand opening event. Due to US law governing the data that we use, there are limitations to what we may send out. We are only allowed to do promotion of the cleaner fuel, but not of the station itself. An example is below; for more examples please see the cards at [www.CleanFuelsOhio.org/postcards](http://www.CleanFuelsOhio.org/postcards).

Example Text:

<YOUR STATION NAME> Now Offers E85!

Stop in today at <YOUR STATION ADDRESS> and be one of the first in this area to fuel up your vehicle with this clean, American made fuel. E85 has been around since the Model T Ford, but hasn't been available in Ohio until recently.

Come see what all the excitement is about! Join us on <YOUR EVENT DATE> for our grand opening event. Bring in this card to receive 50 cents/gallon off your first fuel-up of E85.

Please include a back text for your postcard:

**Back Tagline: What is the last message you'd like to leave your customers with?  
Choose a tagline for the back of your card.**

Use E85. We'll Grow More.

Use E85 and put some sunshine in your tank.

E85...For all the right reasons.

Still burning gasoline? We have a solution. E85.

E85. Your convenient option for clean air.

Use Biodiesel. We'll Grow More.

Use biodiesel and put some sunshine in your tank.

Biodiesel...For all the right reasons.

B20. Your convenient option for clean air.

Biodiesel: simply awesome.

Biodiesel: behold the power of the bean.

Would you like your postcards to work as a coupon?

Yes: \$      off per gallon expiring      weeks after opening

Yes: \$      off per gallon on the day of opening only

Other:

No coupon

How many cards would you like to have sent out?

All vehicles within      minutes drive time \*

All vehicles in a 2-mile radius

All vehicles in a 5-mile radius

All vehicles in a 10-mile radius

I would like to spend no more than \$

\*For urban areas, we recommend choosing a 2- or 5-mile radius. For more rural areas we recommend choosing a drive time that you find reasonable.

Thank you for completing this form. Please save it to your computer and then email it to Erika Wiggins at [Erika@cleanfuelsohio.org](mailto:Erika@cleanfuelsohio.org). Expect a confirmation email with information about what happens next within one business day. If you do not receive a confirmation email, please call 614-292-5443. We're looking forward to helping you get the word out about your new alternative fuel pump!