

Dear Valued Customer,

As a token of our appreciation for your loyalty, we are excited to offer you a special discount on your newspaper subscription.

For a limited time, you can enjoy a **20% discount** on your annual subscription renewal. This offer is our way of saying thank you for your continued support.

Special Discount Details:

- Discount: 20% off
- Eligibility: Loyal subscribers
- Validity: Offer valid until [Expiration Date]

To redeem your discount, please visit our website or contact our customer service using the code **LOYAL20** at checkout.

Thank you for choosing us as your news source. We look forward to serving you for many more years to come!

Sincerely,
[Your Company Name]