

Dear Valued Customer,

We hope this message finds you well. As we approach the peak season, we would like to inform you of our updated premium rates that will take effect from [Start Date] to [End Date].

Due to the increased demand for our services during this period, there will be a premium rate adjustment as follows:

- **Service A:** [New Rate]
- **Service B:** [New Rate]
- **Service C:** [New Rate]

We understand that this may affect your plans, and we appreciate your understanding as we strive to continue providing high-quality services during this busy season.

If you have any questions or need further assistance, please do not hesitate to reach out to us at [Contact Information].

Thank you for your continued support.

Sincerely,
[Your Company Name]
[Your Position]