

Take it to the Streets Promotion

Pricing good 4/28/08 through 6/05/08*

Fax Orders to: 1-866-486-6259

Attn: Direct Marketing Orders

FAX ORDER FORM Direct Mail Campaigns - Large Format Tabbed (8 1/2" x 11)

Bill To:

*Dealership Name: _____ Dealer Number: _____
 Order Authorized By (Print Name): _____ Email Address: _____
 *Street Address: _____ City: _____ State: _____ Zip: _____
 *Telephone: _____ *Website (URL): www. _____

Items marked with "*" will print on back of direct mail.

Choose Your Motorola Channel Identifier Logo (1) or Logos (2) - Motorola Dealers and Resellers are required to select a minimum of one qualifying channel identity logo.

  

Authorized_Dealer_H Motostar_2008 National_Service

Campaign Design



Your Dealership's Logo

- Add our dealership's logo: we will email a high resolution (300dpi) digital file of our dealership's logo to support@optinwireless.com
- We need to update our logo to high resolution: we will email our dealership's logo to support@optinwireless.com
- We need a new logo for our dealership: please contact us
- We do not need our dealerships logo on this campaign

Please note the last day to place orders for these direct mail campaigns is June 5th.

Choose Your Campaign Quantity (Please check one per order form)

Turnkey Direct Mail Pricing

- 500 **\$1055** 750 **\$1295** 1,000 **\$1555** 1,500 **\$2115** 2,000 **\$2505** 5,000 **\$4740**

Number of drops: 1 2 3 4 Total _____

The Most Comprehensive Turnkey Marketing Solutions

Our turnkey pricing includes your dealership's logo (if provided), data processing required for Postal Discounts; inkjet addressing; letter shop services, drop at Post Office, list rental or automated de-dupe of dealership's Impact 21 list. De-dupe of your list is based on a variety of criteria including the following: name and address searches matches records that have matching full names, addresses, zip codes, address only searches, matches all records that correspond on addresses and zip codes. OIW Specified key searches matches on unique keys specially designed per client to maximize results while maintaining data integrity, and verifying your list with NCOA (National Change of Address). ***Please note that ALL Turnkey Direct Mail Campaigns must be prepaid.**

List Services (Complete this section only if you need a list for a Turnkey Campaign.) — Our Rental Lists Include a Telemarketing List!

Having the right list is critical to the success of any direct marketing campaign. At Opt-In Wireless we are Land Mobile Industry list experts. Helping you choose the right mailing list is our specialty and provides the results you need. Please email us a list of the counties within your APMR and the vertical markets you wish to target to facilitate a data run for this campaign.

Counties or list to be used for campaign:

- We will email a list of counties in our APMR as well as the vertical markets we want to target for this campaign to support@optinwireless.com.
- We will email our own mailing list to use for this campaign (House List/Impact 21) to support@optinwireless.com.

Agreement

In placing this order, we agree to abide by the guidelines established under the Motorola Dealer Co-op Program. We understand that all program materials, as offered in the program above, require no prior approval for co-op reimbursement. All other uses of the program elements must receive prior approval for co-op reimbursement. We understand that we will be billed one proof is generated and approved. We authorize Trade One to provide Opt-In Wireless (fulfillment agency) or their representatives information on our dealership's Motorola Co-op balance. This information is needed by Opt-In Wireless to process our order for the campaign and releases Motorola of any payments to Opt-In Wireless in excess of available co-op funds. Dealer is responsible for any funds above their co-op account balance. Additional customization to direct mail design will be quoted on a per job basis. *USPS Postage amounts subject to change without notice.

Authorized Signature: _____ Date: _____

- Deduct Funds from My Co-op Account (funds must be available at time of order) Bill Dealership Directly



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