

2011 Motorola Premier Purchase

Direct Mail Campaigns - Medium Format (8 1/2" x 5 1/2")

Pricing Valid	
From	05/31/11
To	10/15/11

FAX ORDER FORM
Fax Orders to: 1-866-486-6259
Attn: Direct Marketing Orders

Dealer Contact & Billing Information

* Dealer Name	
* Address	
* City	
* State, * ZIP	
* Phone	
* Website	www.

* Please make sure the information above is correct, as it will be printed on the back of the direct mail pieces exactly as given.

Authorized By	
Email Address	

Dealer Number											
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Card Type	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> AmEx
Card Number			
Expiration Date	mm / yy		Code
Name on Card			

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 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 list the counties within your APMR and the vertical markets you want to target.

<input type="checkbox"/>	We will email a list of counties in our APMR (support@optinwireless.com)						
<input type="checkbox"/>	We will email a mailing list (House/Impact 21) (support@optinwireless.com)						
<input type="checkbox"/>	We will select Vertical Market List(s) below to be used for this campaign:						
<input type="checkbox"/>	Agriculture	<input type="checkbox"/>	Healthcare	<input type="checkbox"/>	Public Admin	<input type="checkbox"/>	Services
<input type="checkbox"/>	Construction	<input type="checkbox"/>	Hospitality	<input type="checkbox"/>	Public Safety	<input type="checkbox"/>	Transportation
<input type="checkbox"/>	Education	<input type="checkbox"/>	Manufacturing	<input type="checkbox"/>	Petro-Chem	<input type="checkbox"/>	Wholesale Trade
<input type="checkbox"/>	Finance	<input type="checkbox"/>	Mining	<input type="checkbox"/>	Retail Trade		

Logo Selection

<input type="checkbox"/>	We will email dealer logo, EPS file (support@optinwireless.com)
<input type="checkbox"/>	We will not email dealer logo
<input type="checkbox"/>	Contact us to create logo

Choose One or Two Motorola Channel Identifier Logos - Motorola Dealers and Resellers are required to select a minimum of one qualifying channel identity logo.



Campaign Selection

Campaign Type, Quantity & Number of Drops

Please check only one campaign type, Direct Mail Only or Turnkey. Then enter # of mail drops (1, 2 or 3) next to the quantity desired.

Direct Mail Only			Turnkey			Total
#	Qty	Price	#	Qty	Price	
	600	\$ 535		600	\$ 1,195	
	1000	\$ 620		1000	\$ 1,395	
	1500	\$ 740		1500	\$ 1,870	
	2000	\$ 895		2000	\$ 2,305	
	5000	\$ 1,340		5000	\$ 4,360	

Campaign Design (see designs @ www.optinwireless.com)

Please check only one campaign design per order form.

<input type="checkbox"/>	PP11_DM1_2011		
<input type="checkbox"/>	PP11_DM2_2011		
<input type="checkbox"/>	PP11_DM3_2011		
<input type="checkbox"/>	PP11_DM4_2011		
<input type="checkbox"/>	PP11_DM5_2011		
<input type="checkbox"/>	PP11_blue_DM		
<input type="checkbox"/>	PP11_grey_DM		
<input type="checkbox"/>	PP11_red_DM		
<input type="checkbox"/>	PP11_verticals1_DM		
<input type="checkbox"/>	PP11_verticals2_DM		
Enter your offer here:			

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. COOP funds must be available at time of order. 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. Shipping not included.

Choose One: Deduct Funds from Dealer Co-Op Account (funds must be available at time of order) Bill Dealership Directly

Authorized Signature		Date	
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