

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

FAX ORDER FORM

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.

Add our dealership's logo: we will email a high resolution (300dpi) digital file of our dealership's logo to support@optinwireless.com

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



Your offer to appear on the back - (72 Characters Maximum) **Default offer:** Save \$1000 on MOTOTRBO when you purchase and trade-in 10 units. Promotion period: August 1, 2008 through December 15, 2008. Please contact us for details.

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

- CONSTRUCTION** Blueprints Orange Safety Vest Hard Hat Area
- GENERAL** Collage XPR6550 - Angled Why Choose XPR6550 - Digital Bkgrd Data Think About Your Future
- HOSPITALITY** At the Pool
- LOCAL PUBLIC SAFETY** Fireman Blue Cruiser Fast Thumbs Rural Warrior Texting for Help
- MANUFACTURING** Assembly Line Warehouse Worker Security Guard Plant Security
- PUBLIC ADMIN** Mobile Conversation
- SMALL CAMPUS** Stadium Seats Campus Security Campus Hallway Campus Stairway Campus Walk
- TRANSPORTATION** Semi Driver Text Messaging Jet with Speaker Mic Jet with XPR's Train with XPR6550 Train Station

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

Direct Mail Only Pricing				Turnkey Direct Mail Pricing			
<input type="checkbox"/> 250	\$390*	<input type="checkbox"/> 1,000	\$620*	<input type="checkbox"/> 500	\$970	<input type="checkbox"/> 1,500	\$1870
<input type="checkbox"/> 500	\$535*	<input type="checkbox"/> 1,500	\$740*	<input type="checkbox"/> 1,000	\$1395	<input type="checkbox"/> 2,000	\$2305
				<input type="checkbox"/> 2,000	\$895*	<input type="checkbox"/> 5,000	\$4360
				<input type="checkbox"/> 5,000	\$1340*	<input type="checkbox"/> 10,000	\$7450

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

Counties or list to be used for campaign:

- We will email a list of counties in our APMR to support@optinwireless.com.
- We will email a mailing list (House List/Impact 21) to support@optinwireless.com.

Vertical Market Lists to be used for campaign:

- CONSTRUCTION SMALL CAMPUS HOSPITALITY LOCAL/RURAL PUBLIC SAFETY
- MANUFACTURING PUBLIC ADMIN TRANSPORTATION

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. * Direct Mail Only prices do no include shipping. *USPS Postage is 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



We are the Only Marketing Agency with Real World Motorola Experience and Success

Website Design • Search Engine Marketing and Optimization • Ecommerce • Email Marketing
 Consulting • Direct Mail • List Brokerage • Postal Solutions • Trade Show Booths

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