



Build your brand,
build your business.®

TRUESM by M4D | Federal Mobile Solutions
Order Form

TRUESM Marketing only from M4D

***TRUE* DEFENSE**
***TRUE* HOMELAND SECURITY**
***TRUE* QUALITY**





THEME

TRUE

Quality, Safety, Teamwork, Response.

In order to quickly generate interest and acceptance, the message must be simple, accurate and work well both verbally and visually across all desired marketing vehicles. Premier Partners may use MDF and/or Co-Op funds to customize Co-Branded collateral highlighting their partnership with Motorola and the specific Motorola products and services provided.

It is our intention that TRUE reaffirm the quality and capability of Motorola products and at the same time take the necessary steps towards continually, visually educating end users about these attributes.

With modifications to imagery and messaging, the TRUE concept is flexible enough to target specific vertical markets and be used in conjunction with specific Motorola offers throughout the course of the campaign.

AVAILABLE MARKETING VEHICLES

Presentation Folders

- > 9" x 12"
- > 14pt Cover
- > 2 inside pockets
- > Gloss varnish
- > Black and grey



eMail Campaigns

- > 600 pixels wide
- > Customized



Direct Mail

- > 11" x 5.5"
- > Customized
- > Full color
- > 12pt Cover
- > First Class Mailing



Vertical Website Banner



AVAILABLE MARKETING VEHICLES

Trade Show Signage

- > Customized
- > Full color
- > Window Cling, Foamcore or Display with stand and case



ePresentation

- > Customized
- > Call for details



Brochures

- > 8.75" x 5.5"
- > Customized
- > Full color
- > 10pt Cover



6' Table Skirt

- > Customized
- > Two-color print



IMAGE OPTIONS

PLEASE SELECT FROM ADDITIONAL
CAMPAIGN OPTIONS SHOWN HERE

MILITARY: DOD; Army; Navy; Air Force; Marines; National Guard; FEMA



LAW ENFORCEMENT AGENCY: DHS; FBI; DOS; US Marshals; DEA; Coast Guard



CIVIL: DOE; VA; Border Patrol; DHS; BLM; NPS; ICE

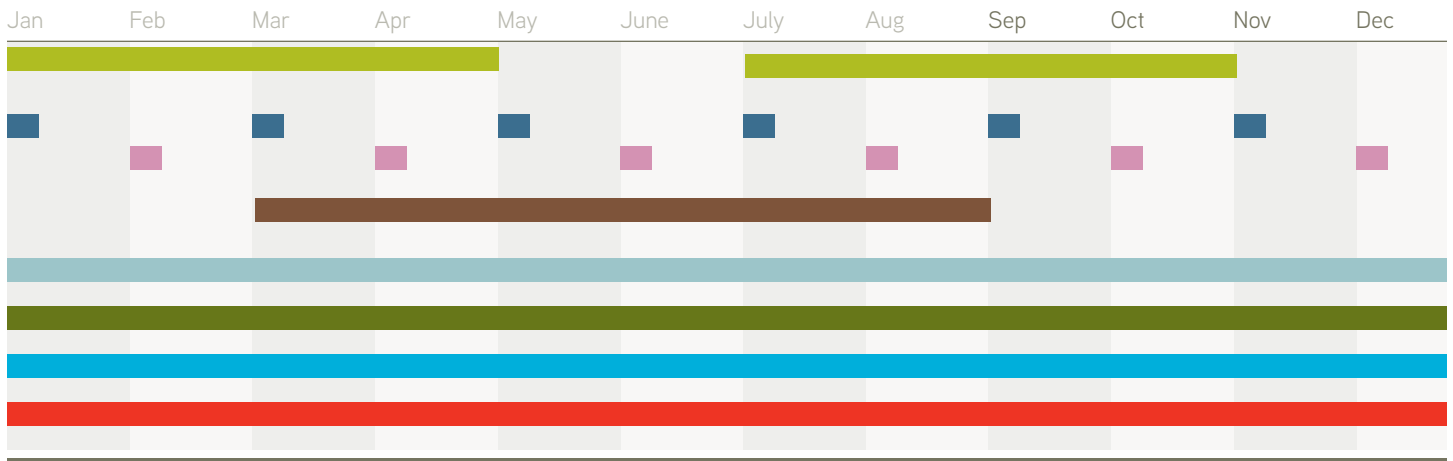




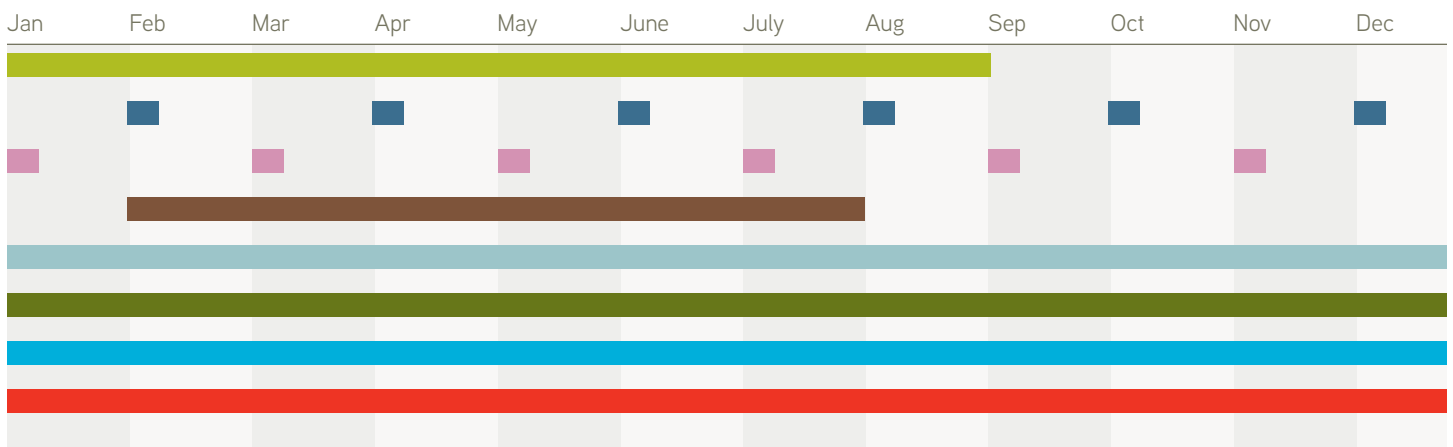
Campaign : Suggested Timeline

- KEY**
- Outdoor
 - Direct Mail
 - Website Banners
 - ePresentation
 - eMail
 - Print Ads
 - Brochures
 - In-Store Signage

2011 Notes: Based on available budget, M4D recommends Outdoor, Print Ad and monthly DM and eMail campaigns for maximum exposure to educate current customers. To conserve budget, you can target specific regions or vertical markets or reduce frequency.



2012 Notes: Based on available budget, M4D recommends to continue the campaign(s) for maximum exposure to your target audience.





ORDER NOW

FILL OUT STEPS

.01 - .06 ON

PAGES 7 & 8

AND FAX TO

630.679.9991

OR EMAIL TO

INFO@M4DONLINE.COM

CALL FOR HELP:

630.679.9926

.01 WHAT'S YOUR NAME? HOW DO WE REACH YOU?

Contact: _____

Company: _____

eMail: _____

Phone: _____

.02 CHOOSE MARKETING VEHICLE(S) CHECK ALL THAT APPLY:

- Presentation Folders 500 @ \$1,925.00
- _____ 1000 @ \$2,320.00
- Direct Mail 250 - 500 @ \$750.00 - includes first class postage
- _____ 501 - 1000 @ \$1,350.00 - includes first class postage
- eMail up to 1,000 contacts @ \$700.00 - includes distribution
- Brochure 250 @ \$650.00 - includes electronic version
- Web Banner \$250.00
- Table Skirt \$450.00
- ePresentation * Call for Pricing
- 18" x 24" Poster \$50.00 each
- 18" x 24" Window Cling \$40.00 each
- 33" x 84" Banner Display \$850.00 each

.03 CHOOSE TARGET MARKET(S) CHECK ALL THAT APPLY:

- Military _____
- Law Enforcement _____
- Civil _____
- Other: _____
- Other: _____
- Other: _____

.04 SELECT FREQUENCY AND MONTH(S) OF DIRECT MAIL AND/OR EMAIL CAMPAIGNS:

- 2X 4X 6X 8X 10X 12X

Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



ORDER NOW

FILL OUT STEPS

.01 - .06 ON

PAGES 7 & 8

AND FAX TO

630.679.9991

OR EMAIL TO

INFO@M4DONLINE.COM

CALL FOR HELP:

630.679.9926

.05 CHOOSE LOGO(S) CHECK ALL THAT APPLY:

- Motostar _____
- Premier Service Partner _____
- Service Partner _____
- Authorized Dealer _____
- Auth. Two-Way Radio Dealer _____
- CSC _____

.06 CHECK THE FINE PRINT AND INK IT:

In placing this order, Dealer agrees to abide by the guidelines established under the Motorola Dealer Co-op Program. Dealer understands these products ordered from M4D do not require prior approval from TradeOne for co-op reimbursement. Dealer understands they will be invoiced within 72 hours of order receipt. Dealer authorizes TradeOne to provide M4D (fulfillment agency) information on Dealer's Motorola Co-op balance. This information is needed by M4D to process Dealer's order and releases Motorola of any payments to M4D in excess of available co-op funds. Co-op funds must be available at time of order. Dealer is responsible for any funds required in excess of available co-op account balance. Reprints ordered because of erroneous information supplied to M4D will be charged at the full rate.

>> Shipping additional based on method (if necessary)

 Authorized Signature (or e signature if rec'd via email)

NEED ANYTHING ELSE?

- Mailing list aquisition _____
- Telemarketing _____
- Outdoor advertising _____
- Print advertising _____
- Other (please list below) _____

