

Motorola Website Order Form

Page 1 of 3

► Order Form (items marked with "*" will be on Website)

*Dealership Name _____
Contact Name _____ Motorola# _____
*Website _____ *Email Address _____
*Address _____
*City _____ *State _____ *Zip _____
*Telephone _____ *Fax _____

- **Navigation List** - Please select from these Main Navigation items. Home About Us
 Products Services Rentals Contact Us Wireless Networking
 Other - one additional main navigational page is allowed at no extra charge _____

Elements Automatically Included:

- Home Page Slideshow** **Email Capture** - we can collect emails from a collection box on your site.
Request For Quote Form **Spec Sheets** **Search Field** - consistent link (shown on all pages)

Optional Navigational Items: **Email Newsletter** - We can create for you. **This is an additional cost. Call us for a quote.**

- Current Promotions** Sample shown at <http://stream-data.com/motorola/category/web/email-marketing/>
No additional cost. **MOTOTRBO Video** - Add this to your website! Sample and order form shown at
<http://stream-data.com/motorola/media/video/>
 Project Gallery **Narrowbanding Video** - Add this to your website! Sample and order form shown at
No additional cost. <http://stream-data.com/motorola/category/fcc-licensing/narrowband-video/>

► **Design Choice** - Browse our current Portfolio on our website at <http://stream-data.com/motorola/category/web/website-design/> or choose non-Stream website designs that you like.

Provide a list of 3 websites you like. 1. _____
2. _____
3. _____

List goals of your website. 1. _____
2. _____
3. _____

► **Content** (text and photos): Content may be supplied by you for your website.
Please label text and photos so we know where you would like it to appear on your site.

If you do not supply content, we can insert generic content. We will personalize the generic content on the Home, About Us, & Services pages by using the information from the following 6 questions.
Please email your answers to nicole@streamcompanies.com.

1. Please list the area/s (town, county, state, etc.) that you serve.
2. How many years have you been in business?
3. Please explain your service policy.
4. Is there an area/product that you specialize in?
5. Please list any qualities that you feel separate you from your competitors.
6. Please list any interesting facts about your company (i.e. First woman owned two-way radio dealer in the state, over 50 years in business, etc.)

All photos will be stock photos, unless company photos are supplied for the Home, About Us, & Services pages.

stream
companies

www.StreamCompanies.com
255 Great Valley Parkway, Suite 150
Malvern, PA 19355

FAX THIS ORDER TO:
[Fax] **610-540-6433**

Your Account Executive:



Tiffanie Leos
Account Executive

[Voice] **610.644.8637 x247**
tiffanie@StreamCompanies.com

Call me TODAY
and ask about
co-op for Motorola
Pocket Folders
Sell Sheets
Advertising
Marketing
Printing
Web Design

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► **Product Selection:** Please choose products to appear on your website from the 'Website Product Selection List' attached to this PDF. Please indicate how you would like the side navigation listed (check 1, 2, or all 3):

- Product Line** **Product Type** **Industry**
ex: Radius, MOTOTRBO, etc. ex: Portables, Mobiles, etc. ex: Education, Public Safety, etc.

For side navigation examples, see <http://stream-data.com/motorola/category/web/website-design/>

► **Dealer Status Classifications:** Choose which programs and product lines you are affiliated with, and we will include the appropriate logos.

- PSP - Premier Service Partner** **CSC - Certified Service Center** **Broadband VAR**
 Pinnacle **MOTOSTAR** **MOTO Wi4** **MOTOTRBO** **Motorola Original - battery**
 Other - Please supply logo to nicole@streamcompanies.com _____

► **Search Engine Optimization (SEO):** Stream Companies will create the site to enable efficient search engine indexing in Google & Yahoo. Basic SEO includes titles and tags; page titles will follow the site map and the keywords will be written by Stream based on research and content provided for the site by the client.

There are many other ways to help with SEO, for a total in-depth look into your site's SEO, please talk to your Account Executive, they will be happy to develop a proposal for you.

Items to be determined during the SEO:

- Provision of Keywords and Meta Tags - Stream will write based on content of site provided.
- Stream will write page titles according to your content.

► **Timeline for Website:** Typically, we launch websites within 60 business days of receiving the order & content (this time estimate can vary greatly due to the amount of time it takes for the beta site to be approved).

Beta Site: The beta site will be delivered 30 business days after the content has been received (this time estimate can vary greatly due to the amount of time it takes for the beta site to be approved). There is 1 (one) round of changes allowed to the beta site. Any additional rounds of changes will be billed at our 'Out Of Scope' rate of \$150.00 per hour.

Site Launch: The site will launch within 5 business days after the beta site approval sheet is received and we have all of the necessary hosting and DNS information provided by the client for the switch. (if choosing to have Stream host your website)

► **URL for new website** _____

Who is hosting your current site? _____

► **Hosting Package**

- Hosting Only Package:** \$79 per month
 Hosting/Maintenance Package: \$129 per month: 1 hour of monthly changes and hosting included.

► **Website Cost:** \$12,500 (plus any optional items listed on page 1)
Payment plan options are available upon request. Please contact Tiffanie Leos.

► **Agreement:**

I agree to follow the guidelines set forth in the Motorola co-op program. I understand that the above program must be pre-approved for reimbursement. After completing the program your dealership will be reimbursed through Motorola, once appropriate documentation is sent. Stream Companies' payment terms are net 30.

Authorized Signature: _____ Order Total \$ _____ Date: _____

Please fax completed form to (610) 540-6433, Attn: Tiffanie Leos

- Deduct Funds from My Co-op Account** **Bill My Dealership Directly**

* Please remember to send over your Vendor Co-op Release Form and we will submit to Trade One.

Motorola Website Order Form

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Terms and Conditions

Compatibility NOTE: Your site is being created to perform properly in Internet Explorer 6.0 and higher as well as the most current version of Firefox. If there are other required browsers that your site must perform properly in, these need to be discussed prior to order submission.

Content NOTE: According to this contract, your company will supply Stream Companies with text for the Home page, About Us page, and the Services page. If you would prefer Stream Companies to write the text for the Home page, About Us page, and the Services page, please answer the '6 Questions' on the order form. Stream Companies will use your answers to write text for those pages. All content, photos and the answers to the '6 Questions', are due within 7 business days after order form submission. If the answers to the '6 Questions' are delivered more than 7 business days after order form submission, then you agree to a production delay charge of \$5.00 per day.

Please NOTE: If at any point during the entire production of your site, there is a more than 4 week delay in progress; your company will be subject to a penalty fee of \$25.00 per day. Also, if at any point during the entire production of your site, there is a more than 60 day delay in progress; your company will be responsible for entire payment of the website.

Search Engine Optimization (SEO): Stream Companies will create the site to enable efficient search engine indexing in Google & Yahoo. Basic SEO includes titles and tags; page titles will follow the site map and the keywords will be written by Stream based on research and content provided for the site by the client.

There are many other ways to help with SEO, for a total in-depth look into your site's SEO, please talk to your Account Executive, they will be happy to develop a proposal for you.

Items to be determined during the SEO

- Provision of Keywords and Meta Tags – Stream will write based on content of site provided by your company
- Provision of Page titles will be taken from site map items chosen on order form

Google Analytics: Tracking is a key part of evaluating your website post-launch. Stream Companies will set up a Google Analytics account along with coding the script into each page to ensure accurate reporting on the traffic coming to your site.

Beta Site: This is an exact representation of your working website based off items selected on the order form, and is hosted on streamcompanies.com. Stream Companies will do a full walk through of the site to verify all information is correct and correlates with the items selected on the order form.

Changes to the Beta Site are as follows: Documented errors and omissions from the items selected on the order form, typographical and grammatical text changes are acceptable during the first round of changes. These will be limited to 1 round of changes. Additional rounds of changes will be billed at our "Out of Scope" rate of \$150 per hour.

Final Approved Beta Site: By this time in the process, all the functionality of the site has been discussed, specified and approved through the previous stages. If at this time, there are changes to the previously agreed functionality documented on the order form, "Out of Scope" charges will be incurred at a rate of \$150/hour.

Beta Site Checklist

- Are all links working
- Final Proofread and Spell Check
- Are all custom components working properly
- Are all page titles correct and SEO implemented
- Is Google Analytics Code Installed
- Date of Beta Site Approval

Testing & Launch: Once the Beta Site is approved, it will be checked for errors and functionality. Your site is being created to perform properly in Internet Explorer 6.0 and higher as well as the most current version of Firefox. Once there are no errors to be found, we will determine an appropriate date for the launch of the website. If Stream Companies is not hosting your companies website, then please supply Stream Companies with host name, username, password and any other special instructions.

Items to be determined during testing and launch

- Site works and looks like approved design in both Internet Explorer 6.0 and higher as well as the most recent version of Firefox
- Proposed Launch Date

Post Launch Maintenance/Evolution Plan: Stream Companies will work with all parties involved in updating and maintaining the site. If changes to the site are infrequent and minor, then Stream Companies will charge at an hourly rate of \$150 per hour for these minor changes. For more extensive changes, we will evaluate, and quote as a new project. Stream Companies will work with your company to develop a plan for future site enhancements.

Agreement

I agree to follow the guidelines set forth in the Motorola co-op program. I understand that the above program must be pre-approved for reimbursement. After completing the program your dealership will be reimbursed through Motorola, once appropriate documentation is sent. Stream Companies' payment terms are net 30.

Authorized Signature: _____ Order Total \$ _____ Date: _____

Please fax completed form to (610) 540-6433, Attn: Tiffanie Leos

- Deduct Funds from My Co-op Account Bill My Dealership Directly

* Please remember to send over your Vendor Co-op Release Form and we will submit to Trade One.

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Brochures

Pocket Folders

Sell Sheets

Logo Design

Advertising

Marketing

Printing

Web Design



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Direct Deduct Co-op Release Authorization Form

(Use this form to approve the release of co-op funds directly to the vendor listed below. The standard Prior Approval and Claim forms should be used for all other authorizations. This authorization is not transferable, and is valid only for the below described activity.)

Vendor Instructions:

Step 1: Complete form and obtain signature from authorized dealer representative

Step 2: Submit a prior approval request to TradeOne – include a copy of this form along with the proposed activity description and sample – make changes if requested. Fax to 512-427-0452.

Step 3: If approved, complete marketing activity for dealer

Step 4: Submit invoice with all required paperwork to TradeOne.

For TradeOne Use Only:

Reviewed by: _____

Activity Approved: Yes No

Required Changes: _____

Approval No.: _____ Percent Approved: _____%

Funds Reserved: Yes No Amount \$ _____

Billable to: c/o TradeOne Dealer Only

Dealership Name _____

Motorola Dealership Number _____ (should be 10 digits)

Authorizing Dealer Representative _____ (print name here, signature below)

Vendor/Activity Information:

In order for TradeOne Marketing to be authorized to reserve funds and dispense payment from your Motorola co-op fund, please fill out the following information. Please specify the maximum amount of funds you are authorizing for this order.

Supplier/Vendor Name _____ Contact: _____

Marketing Activity Description _____ Phone # _____

Maximum Co-op Deduction Authorized \$ _____ (subject to available funds)

(Prior to releasing any co-op payments, TradeOne Marketing will review all submissions for the required proof of performance documents and compliance with the terms of the current co-op program guidelines. Payment will be made only on marketing activities that are in compliance with the current co-op guidelines. Activities failing to adhere to these terms will not be approved for payment. Pre-payment of funds is not allowed. Reimbursement will only be made once the activity is completed and reviewed for compliance.)

Terms Acceptance Agreements:

- A. Motorola reserves the right to void any claims that do not comply with the terms and conditions of the co-op program policy
- B. **Prior approval is required for all activities** unless expressly stated otherwise by Motorola
- C. Dealer authorizes TradeOne Marketing to release dealer co-op account balance information to vendor selected above
- D. Dealer agrees to pay any outstanding balance owed to vendor due to insufficient available co-op funds. **Pending payments to vendors against coop funds not yet earned will not be allowed.**

Dealership Authorized

Signature _____ Title _____