

2012 Summer Holiday Program Order Form



1251 N. Plum Grove Rd.
Schaumburg, IL 60173
Suite 170
847-297-1700
847-297-1701 Fax

Step #1- DEALER INFORMATION

Business Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Website: _____
 Accounts Payable: _____ Email: _____

Step #2- CUSTOMER SELECTION:

Based upon last visit date.

Makes _____
 0-18 months
 0-12 months
 0-9 months
 From _____ to _____ months

Step #3- DESIGN CHOICE: (See brochure)

4th of July

- Design 1- Happy Birthday
- Design 2- Patriotic Balloons
- Design 3- 4th of July Flag
- Design 4- Parade Bike Boy
- Design 5- Chicago Fountain
- Design 6- Cartoon Fireworks
- Design 7- All American Trio
- Design 8- City Fireworks

Summer

- Design A- Sunbathing
- Design B- Summer Picnic
- Design C- Vacation
- Design D- County Fair Snow Cone
- Design E- Jet Skiing
- Design F- Roller Coaster
- Design G- Lemonade
- Design H- Frisbee Dog

Step #4- TEXT: (See brochure)

- Text #1- Summer
- Text #2- 4th of July
- Text #3- Holidays

Letter Pkg. \$1.04/Letter

Card Pkg. \$1.09/Card

Step #5- COUPON DETAILS:

Co-op: Yes No

A) Offer Heading (if applicable)

B) Monetary Value:

- \$ _____ Gift Certificate
- _____ % Off _____
- \$ _____ Off _____

C) Standard Disclaimer:

Not valid with any other specials or offers. Must present at time of write-up. Valid only at (Dealer name.) (Mfr Type) vehicles only. No cash value. Expires 7/31/12.

*Note changes to standard disclaimer below: (Add or Delete)

D) Expiration Date: _____

E) Excludes Oil Changes: Yes No

F) Dealer Logo Imprinted: Yes No

DESIRED DROP DATE: **May 29, 2012**

COST: (Includes set-up, art design & layout, printing, folding, stamp and mailing)

Price per piece:	(a)	_____¢
X Number of pieces	(b)	X# _____
Subtotal	(axb)	(c)= _____
Customer data charge(\$300)	(d)	+ \$ _____
Misc.(Custom art, pictures, etc.)	(e)	+ \$ _____
Total cost (includes postage)	(c+d+e)(f)	= \$ _____
50% deposit ***NOW*** (Non-refundable)	(1/2 of f)	\$ _____
BALANCE DUE UPON ART APPROVAL	(1/2 of f)	\$ _____
\$500 Cancellation Fee		

This is a contract between M&M Advertising, Inc. and the above mentioned company/client. M&M agrees to design, print and mail a direct mail advertising piece to a specific list selected by client. Client agrees to provide the information and payment in advance. Prices are subject to change without notice due to postage increases.

AUTHORIZED SIGNATURES

Business Name: _____
 Signature: _____
 Print Name: _____
 Date: _____

Rep. (print) _____
 Accepted by (Corp Office) _____

ALL PAYMENTS ARE DUE BEFORE MAIL IS DROPPED!

HOW TO ORDER: Complete all the sections above and **FAX** your completed form to **847-297-1701**