

## **Advertising & Incentive Program**

- **Effective June 1, 2004 we will offer a new program that will replace the current Decal Advertising Program.**
- **This is not a mandatory program and is being offered on a voluntary basis. If you are not interested in this new program you may continue on the old decal program, if already participating in it. However, the old program will not be offered to new Owner Operators.**
- **The new program will pay participating Owner Operators \$8.00 per day.**
- **To qualify the Owner Operator MUST have his/her truck decaled at MDS expense and report for their daily contract in an MDS approved uniform.**
- **The approved uniform will consist of an MDS name embroidered golf shirt, sweatshirt or jacket. Also appropriate work pants (no jeans or track pants) as approved by MDS.**
- **To receive payment the Owner Operator MUST have the terminal manager initial the charge on their daily O/O invoice EVERY day. Any invoices received with out this initial from the TM will not be paid.**
- **If this program is successful I will consider reviewing it on an annual basis. For example, after one year from the date of agreement (dated below) I will consider adding performance features to this program which would enable participating O/O's to increase their contract.**
- **If you participate in this program and at any time during it your vehicle changes and fails to "qualify" for it, MDS will give you 60 days notice that you must get your vehicle upgraded in order to continue in the program. MDS will continue to pay you for the program during the notice but not after the 60-day notice has expired if in fact the unit is not upgraded.**

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**Per Owner Operator**

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**Per MDS**

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**Date agreement to commence**