



*First to Know = First to Benefit*

## Announcing for December 2014

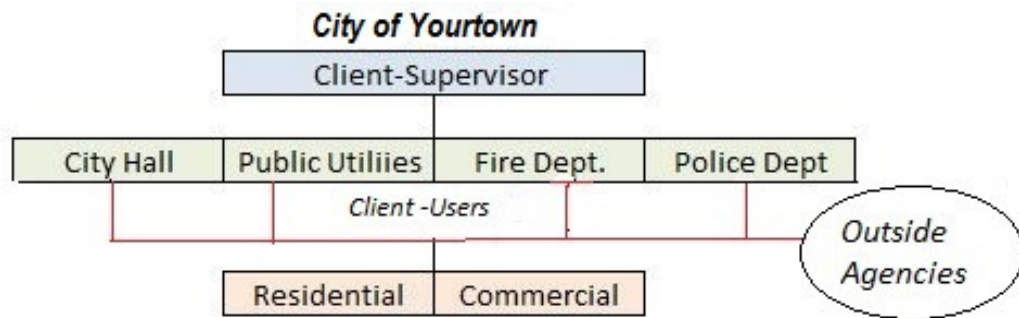
### Alert Messaging by Softline Data, Inc.



#### How it works?

As the Client-Supervisor (city manager) you can add Client-Users (Police Chief, Fire Chief) that can manage their departments such as City Hall, Fire Department, Police Department or even County Sheriff's. All Client-Users have the authority to access and enter any alert message independently. All departments share the resident database, but can create protected additions to their database. Law Enforcement can have instant messaging to other Law Enforcement agencies.

**Residents can access and update their own private data on a secure network.**



**Client-Users** like the City Manager, Police Chief, and Fire Chief can create and send alerts from any computer, tablet, or even their smartphone in case of power outages.

We pre-load your residential information from your utility billing database, but we recommend that those records be updated by the residents or other databases.

Text messaging is the most reliable of methods of communication and voice is the more expensive way of communicating and e-mail is free. Encourage or provide incentive to register cell phone and e-mail information, it is to their benefit.

#### What do you get?

Public Alert Software; so you can create your own e-mail, text message, voice mail, or text to voice mail and have unlimited toll free support for all departments.

## How do you create an alert message?

You can create type a text message, e-mail, and text to voice or record a voice alert. Once an alert is created simply select who is to receive the alert and click the send button. The software will then; based on your criteria selected send the alert.

**Pre-Order Now**

Pricing for Public-Alert Software is based on the number in your database regardless of how many register, all residents in same household can register for alerts!

### Public Alert Software

Level	Number of Households	Public Alert Yearly Subscription	Optional Additional Departments
<b>Basic</b>	0 -200	\$225.00	Share Your Database <b>\$50.00</b> Per Dept.
Level 1	201-500	\$275.00	
Level 2	501-1000	\$325.00	
Level 3	1001-2500	\$750.00	
Level 4	2501-5000	\$900.00	
Weather	All	\$60.00	

### Alert Packages

Alert Packages	Alert Packages Cost
Unused Alert are carried over*	
2,000	\$140.00
4,000	\$270.00
6,000	\$360.00
8,000	\$440.00
<b>10,000</b>	<b>\$500.00</b>

*All levels include 1,000 alert messages free*

**E-mail alerts & alerts that are not received do not count against your total alerts provided.**

Your Individual departments such as your public works, police or fire department can even create their own alert files for special alerts for law enforcement or volunteer fire fighters.

In order to provide affordable alerts and to guard against misuse of the alert system when you create an alert you can categorize your alerts into 2 areas;

- 1, Emergency Alerts
2. Informational Alerts

In doing so, we can provide the best method of your database to receive the alerts, whether by voice message, text message or e-mail or any combination of the methods. Thereby if it is a non-emergency alert you may want to send a free email to the resident. The resident has the option to select their best method of contact. The system will default to voice alert if no email or text message option is available.



**Order now and save 10% off your purchase!**

**Call (800) 657-0880 to place your order**

[www.public-alert.com](http://www.public-alert.com)



# Softline Data, Inc.

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Excelsior, MN 55331

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# Confirmation Form

NOT AN INVOICE UNTIL SUBMITTED!

Date	Invoice #

Enter your information below and fax to 952-449-9150.

[www.public-alert.com](http://www.public-alert.com)

<b>Bill to</b>	
Utility: _____	Contact: _____
Address: _____ PO Box _____	E-mail: _____
City: _____ St: _____ Zip _____	Phone: _____

1,000 free alerts with purchase Unused alerts can be carried over for 1 additional year

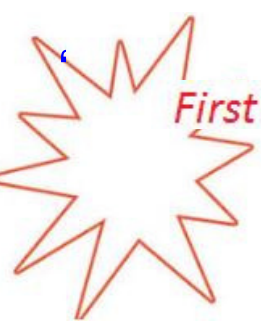
Quantity	Item Code	Description	Price Each Year	Amount
1	<b>Public Alert</b>	<input type="checkbox"/> Basic up to 200 In Database <input type="checkbox"/> Level 1 up to 500 in Database <input type="checkbox"/> Level 2 up to 1000 in Database <input type="checkbox"/> Level 3 up to 2500 in Database <input type="checkbox"/> Level 4 up to 5000 in Database	\$ 225.00 \$ 275.00 \$ 325.00 \$ 750.00 \$1500.00	\$ _____ \$ _____ \$ _____ \$ _____ \$ _____
	<b>Select One</b>			
	<b>Additional Departments</b>	<b>Police Dept., Fire Dept. ect. Per # of Households</b> <input type="checkbox"/> @ add'l Dept.\$50 @ dept. <input type="checkbox"/> 2,000 Alert Package <input type="checkbox"/> 4,000 Alert Package <input type="checkbox"/> 6,000 Alert Package <input type="checkbox"/> 8,000 Alert Package <input type="checkbox"/> 10,000 Alert package	\$50.00 \$140.00 \$270.00 \$360.00 \$440.00 \$500.00	\$ _____ \$ _____ \$ _____ \$ _____ \$ _____
	Weather Alert	* Weather Alerts are pulled and updated every 5 minutes additional cost of \$60.00 per year.	\$ _____	\$ _____
			<b>10% Discount</b>	\$ _____
			<b>Total</b>	\$ _____

Call for Credit Card Payments



Thank you for your business!

[Fax to 952-449-9150](tel:952-449-9150)



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### Questions & Answers

**Q:** If the resident does not have a cell phone or computer do they still get voice alerts on their normal telephone?

**A:** Yes, they will always default to a voice message on their telephone.

**Q:** If I do not use my entire alerts in the package in a year, can I use them the following year?

**A:** Alerts do not expire you have them until your use them up.

**Q:** Can the other city departments purchase their own alert package?

**A:** Yes, they can purchase larger or small alert packages and alerts can be shared.

**Q:** Are there any limits to sending the alerts, either length or text?

**A:** No, most alerts are less than 60 seconds, however email can be longer.

**Q:** Can we send a newsletter attached to the email alert?

**A:** Yes, emails are allowed to have attachments.

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