

**Return this page via fax to: 702-446-8397**

## Generic 4-Page Brochure — Custom Order Form

- This order form is for the Generic 4-page Non-Surgical Spinal Decompression Patient Brochure. It is made from one 11"x17" sheet folded in half to make four 8.5"x11" pages. Call or email for a hard copy sample.
- The cost of order is due immediately prior to printing.
- 4-page brochures come shrink-wrapped in 100-count bundles.
- All custom 4-page orders are printed in a batch with other orders to save on costs. Your brochures will be printed within 30 days of placing your order.

**STEP 1: Check one**

**Generic Lumbar Only** \_\_\_\_\_

**Generic Lumbar + Cervical** \_\_\_\_\_

**STEP 2: Fill out info below.**

Product Description	Qty	Unit Price	Total
<b>2500+</b> 4-Page Full Color Custom Brochure — <b>Minimum 2500</b>		<b>.90</b>	
<b>5000+</b> 4-Page Full Color Custom Brochure — <b>Minimum 5000</b>		<b>.60</b>	
<b>Front cover customizations</b> — See page 3 for details		<b>99.00</b>	
<b>Page 2 testimonial change</b> — See page 3 for details		<b>49.00</b>	
<b>Back cover customizations</b> — See page 4 for details		<b>49.00</b>	
<b>Please fold my brochure:</b> _____ in half _____ in thirds (check one)		<b>45.00 per 2500</b>	
<b>10% Off First Order</b> (Does not apply to shipping, folding, or special design fees.)		<del>XXXXXX</del>	
		<b>Subtotal</b>	
<b>SHIPPING WILL BE CALCULATED BY MEDIA WEST.</b> 4-page brochures are sent via UPS Ground (takes 1–6 business days). The cost will be what UPS Ground charges from the West Coast to your location. Cost is approximately \$100 per 2500 4-page brochures, depending on your location. <i>PRICES SUBJECT TO CHANGE.</i>		<b>Shipping</b>	
<b>Please Note: Custom orders are non-cancellable. All sales final.</b>		<b>Total</b>	

### Planning On Doing A Mailer?

*If so, you'll love our print & fold option!*

(Available for custom orders only.)

For just \$25 (per 2500), you can have your 4-Page brochures mechanically folded in half (*fits in a 6" x 9" envelope*), or in thirds (*fits in a 4 1/4" x 9" envelope*).

**Order the folding option here**



Folded in half

Folded in thirds



Example of mailers in window envelopes (envelopes available at [www.uline.com](http://www.uline.com))

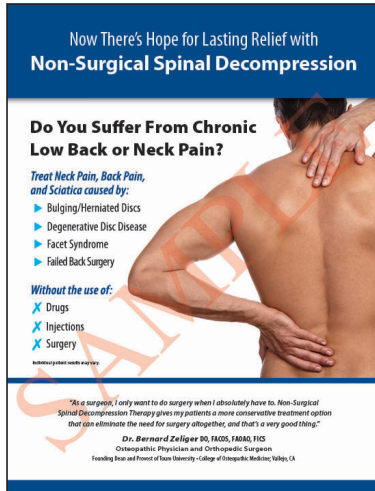
**STEP 3: Choose your desired cover. Please check one.**

- Lumbar-Cervical Covers will say "Do You Suffer from Chronic Low Back or Neck Pain?"
- Lumbar-Only Covers will say "Do You Suffer from Chronic Low Back Pain?"

Cover 1: \_\_\_\_\_

**Man Holding Back & Neck**

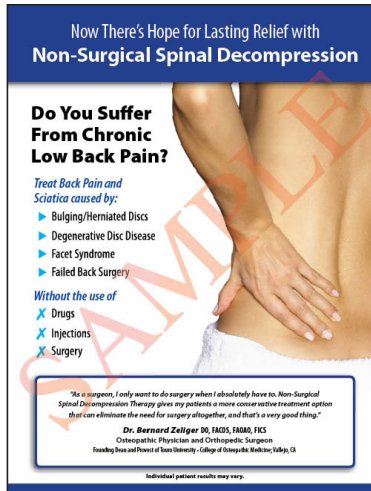
Default Cover for 4-Page Lumbar-Cervical



Cover 2: \_\_\_\_\_

**Woman Holding Low Back**

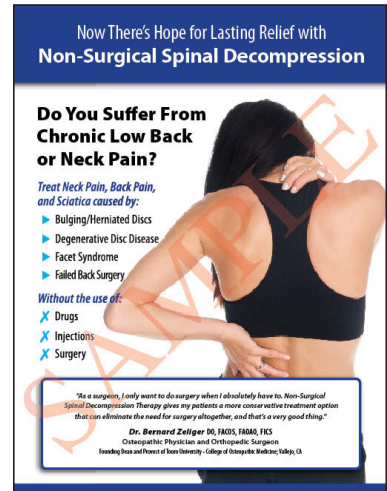
Default Cover for 4-Page Lumbar-Only



Cover 3: \_\_\_\_\_

**Woman in Black Top**

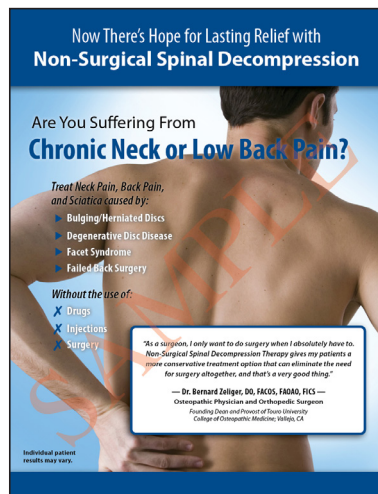
Additional Cover Choice



Cover 4: \_\_\_\_\_

**Man on Blue Background**

Default Cover for 24-Page Lumbar-Cervical



Cover 5: \_\_\_\_\_

**Man in Black Shorts**

Default Cover for 24-Page Lumbar-Only

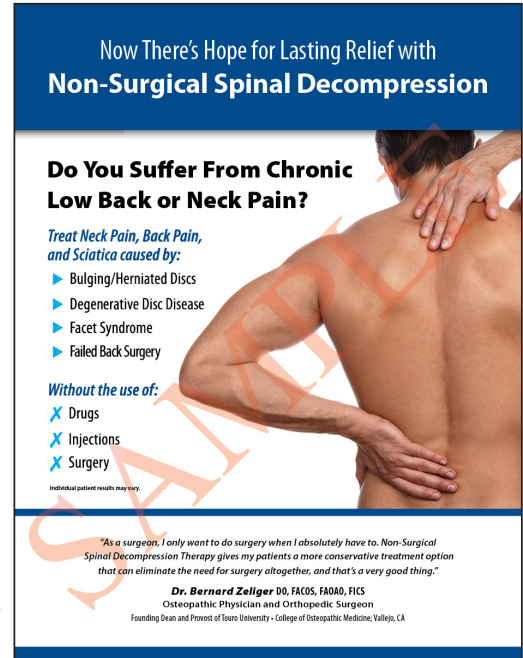


## Front Cover Changes — \$99

The Dr. Zeligler quote may be replaced with one or a combination of the options below, so long as it fits in the space:

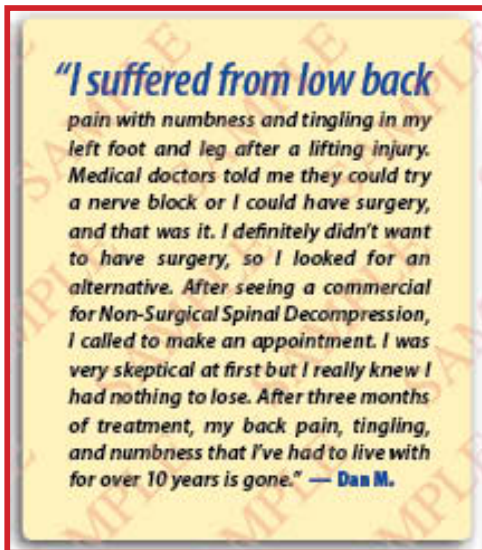
- Logo and contact info
- Your own doctor photo and quote
- Patient photo and testimonial

Dimensions of quote box may be changed slightly to fit your custom content. Patient testimonials may need to be edited for length and clarity. Size and shape of quote box varies slightly depending on cover.



## Page 2 Testimonial Change — \$49

The yellow quote box on page 2 may be replaced with your own doctor or patient statements, and will be edited if necessary to fit in the designated space.



## Back Cover Customizations — \$49

### Lumbar-Only Back Cover

Thousands of people are successfully treated every day with Non-Surgical Spinal Decompression. If you suffer from chronic low back pain and/or sciatica, why wait? This may be the answer you are looking for!

**NSDD Takes the Pressure Off!**

800 mmHg Incompressible  
300 mmHg Compressible

100 mmHg Standing  
75 mmHg Sitting

40 mmHg Lying Down

160 mmHg Traction, physical therapy, manual manipulation

**Non-Surgical Spinal Decompression**

**When Negative Is a Positive:** Much like gauging the air pressure in a car tire, scientists have been able to use pressure sensors to measure the various pressures put on spinal discs while lifting, standing, sitting, lying down, undergoing traction, and during Non-Surgical Spinal Decompression (NSDD). Like other pressures found in the body such as blood pressure, intradiscal pressure is measured in millimeters of mercury (mm Hg). High intradiscal pressures cause discs to bulge out and press painfully on nerve roots. NSDD has been shown to create negative pressures as low as -160 mm Hg within the injured disc during the treatment session! This vacuum of negative pressure repositions the disc, taking pressure off of spinal nerve roots helps to reduce or eliminate pain.

**“I was hospitalized for 30 days, bed-ridden with excruciating low back pain due to a ruptured disc. I wanted to do everything I could to avoid surgery and began researching the internet for an alternative. I soon found out about Non-Surgical Spinal Decompression, and decided I really didn't have anything to lose. After completing the full treatment regimen, I had found the answer to my chronic low back pain. The post-treatment MRI showed that my ruptured disc had repaired itself! Thank you for giving me back my life!” — Richard H.**

**While traction, physical therapy and manipulation may reduce disc pressure to as low as 40 mm Hg, only NSDD has been shown to achieve negative pressures within the spine.**

4. Williams, M.D., Ph.D., The Last Minute Doctor & Other Fables of the Body (New York: Harper, 41, 107-110, 1986.  
5. C. G. Haslam, M.D., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.  
6. G. J. Nussbaum, M.D., M.B.A., M.P.H., M.P.A., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.  
7. C. G. Haslam, M.D., M.B.A., M.P.H., M.P.A., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.  
8. C. G. Haslam, M.D., M.B.A., M.P.H., M.P.A., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.

The yellow quote box may be replaced with your own patient or doctor statement. Statements may be edited for length and clarity.

This blank box may be filled with with your contact info and logo. Or we can **eliminate this box** and make the yellow quote box taller to accommodate a longer testimonial or two short ones.

We can also replace the yellow quote box and outlined box with something else entirely, such as a summary of a favorite study (language must be provided by you).

### Lumbar-Cervical Back Cover

**Whiplash Injuries and Chronic Neck Pain**  
Annually, in the United States, over three million whiplash injuries occur from motor vehicle collisions, with the most damaging being rear-end collisions. Sports injuries, falls, and sudden stops on theme park rides can also cause whiplash injuries. The extreme motions occurring during whiplash can injure practically every tissue and structure in the neck!

Nearly 40% of whiplash injuries develop into degenerative disc disease within 5 to 10 years! Chronic pain from whiplash is commonly due to facet and/or disc damage!

**Dangerous Curves:** One-tenth of a second into the collision, the lower cervical vertebrae go into hyperextension (extreme bending backward) and the upper vertebrae go into flexion (bending forward), creating a "C-shaped" curve.

Distortions (hyperflexion and the vertebrae in hyperflexion) may cause disc rupture, tearing the discs and their joints.

Distortions (hyperextension and the vertebrae in hyperextension) may cause disc rupture, tearing the discs and their joints.

**Many spinal care experts are finding Non-Surgical Cervical Decompression to be a safe and effective treatment for whiplash symptoms that may include:**

- Neck pain and stiffness ► Headache ► Low back pain
- Upper extremity pain, weakness, and numbness
- Thoracic outlet syndrome ► Carpal tunnel syndrome

**“I had increasingly severe and constant neck pain over the course of several years following a car accident. I tried months of physical therapy and followed a regimen of strengthening exercises, but this didn't really work. The Non-Surgical Spinal Decompression treatment has been a miracle for me. The relief was almost immediate. My pain is completely gone and I have full mobility in my neck. I am very grateful!” — Heidi G.**

**Cervical Dermatome Map:** A dermatome is a region of skin supplied by nerve fibers originating from a single spinal nerve root. Compression of the nerve root affects sensation in the corresponding dermatome. The most common nerve root injuries caused by herniated discs are at the levels of C5-C6, C6-C7, (left only).

**FRONT BACK**

4. Williams, M.D., Ph.D., The Last Minute Doctor & Other Fables of the Body (New York: Harper, 41, 107-110, 1986.  
5. C. G. Haslam, M.D., M.B.A., M.P.H., M.P.A., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.  
6. G. J. Nussbaum, M.D., M.B.A., M.P.H., M.P.A., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.  
7. C. G. Haslam, M.D., M.B.A., M.P.H., M.P.A., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.  
8. C. G. Haslam, M.D., M.B.A., M.P.H., M.P.A., The Spine: A Practical Approach (London: Butterworth, September 1988), 108.

# Checklist of Things We Need From You

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Please send logos and statements to [orders@gomediawest.com](mailto:orders@gomediawest.com)

- 1.) High Resolution Logo:** Logos must be at least 900 pixels wide (for a horizontal logo) or 900 pixels tall (for a vertical logo). Logos are accepted in the following formats: JPEG, TIFF, EPS, PDF, vector, or Illustrator vector. Logos pulled from the web are too small. If you do not have a print-quality logo, but like your current logo, we offer logo re-creations beginning at \$75 for quick and easy reproductions. We charge \$50 per hour after the first hour. We also create original logos: \$150 starting price for text-only logos, and \$300 starting-price for illustrated logos. Each logo design comes with 3 rounds of revisions. Additional revisions come at a charge of \$50 per hour.
- 2.) Statements and Photos:** If you'd like to use any of your doctor or patient statements and photos for the front cover, or pages 2 and 4, please send the quotes and photos to [orders@gomediawest.com](mailto:orders@gomediawest.com). We encourage all doctors to obtain and keep on file signed release forms for all patient statements and photos.
- 3.) For Full Color Customizations:** Please see page 2 and check which cover you'd like.
- 4.) Information to Be Used In Custom Brochure Space:**

Clinic Name on Brochure: \_\_\_\_\_

Doctor or other medical professional names, if any you would like listed:

\_\_\_\_\_

Clinic Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: (        ) \_\_\_\_\_ – \_\_\_\_\_ Fax: (        ) \_\_\_\_\_ – \_\_\_\_\_

Second Clinic Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: (        ) \_\_\_\_\_ – \_\_\_\_\_ Fax: (        ) \_\_\_\_\_ – \_\_\_\_\_

Clinic Website Address (If applicable): \_\_\_\_\_

Company Slogan (If applicable): \_\_\_\_\_

## Signature Required. Please Sign Below

I, the undersigned, understand that this order is non-cancellable and non-refundable. All custom orders are final.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Professional Title

**Return this page via fax: 702-446-8397 or scan and email to: [orders@gomediawest.com](mailto:orders@gomediawest.com)**

This space is for office use only.

**SHIPPING AND CONTACT INFORMATION:**

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: (        ) \_\_\_\_\_ - \_\_\_\_\_      Fax: (        ) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Clinic Website Address (If applicable) \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

**BILLING INFORMATION:**

**Please Check one:**

**Receive link to secure payment via email**       **Media West calls for credit card info**

Name on card: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_