

Phone: 702-948-0633 • Toll Free: 877-968-8631 • Fax: 702-446-8397 orders@mediawestpublications.com • *Call or email for hard sample!* 

## Custom Order Form: 24-Page Generic NSSD Booklet

- This order form is for a 24-page 8.5"x11" magazine-style booklet on Non-Surgical Spinal Decompression (NSSD).
- Payment is due within 48 hours of going to press. We will notify you of this date.
- Booklets ship ~3 weeks after files are uploaded for printing. Booklets come shrink-wrapped in 25-count bundles.

**STEP 1:** Check one Lumbar + Cervical

Lumbar Only\*

\*Due to low demand for Lumbar Only brochures, order minimum is 2500 as an isolated print run. See page 2 for details.

## **STEP 2:** Fill out desired quantity below in increments of 25.

**Batch Print Run:** For Black Ink and Full-Color options #1–3 (see page 2), we print multiple custom orders together in one batch, as it is more cost-effective. New print jobs include a printer's plate change fee and a design fee. Reprints will only be charged a plate change fee. Call or email to find out when we are going to press with our next batch print run.

Product Description	Quantity	Unit Price	Total Price		
500+ 24-Page Custom Booklets <b>Batch Print Run</b>		2.50			
<b>1000+ 24-Page Custom Booklets Batch Print Run</b> 5% discount		2.37			
<b>1500+ 24-Page Custom Booklets</b> Batch Print Run 10% discount		2.25			
2000+ 24-Page Custom Booklets Batch Print Run 15% discount		2.12			
2500+ 24-Page Custom Booklets Batch Print Run 20% discount		2.00			
2500+ 24-Page Custom Booklets Isolated Print Run		2.50			
5000+ 24-Page Custom Booklets Isolated Print Run		2.25			
PLEASE NOTE: PRICES SUBJECT TO CHANGE					
<b>10% Off First Order</b> (Applied to subtotal before shipping. Does not apply to customization package cost.)					
Booklet Subtotal (Quantity x Unit Price)					
Customization Package Subtotal (Selected from Page 2)					
SHIPPING WILL BE CALCULATED BY MEDIA WEST: 24-page booklets are sentShippingvia UPS Ground (1 to 6 business days). The cost will be what UPS Groundshippingcharges from the West Coast to your location. Cost is approximately \$100 per500 24-page booklets, depending on your location. Shipping prices subject to change.					
Custom orders are non-cancellable. All sales are final. Total					

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## **STEP 3:** Choose your customization package. Please check one.

- Cost covers printer's plate change fees and graphic design fees
- See pages 3 and 4 for examples of customizations
- What does the design fee cover? Our graphic designer will look through the logo files and photos you have provided to ensure they are the appropriate resolution and file type. They will then adjust the layout to accomodate your custom logo, content info, photos, and testimonials. This may include applying edits to the photo in Adobe Photoshop or making edits/adjustments to your logo files when necessary. Our copywriter will look over your testimonial and may edit it for length and clarity when necessary.

## Black Ink Order minimum is 500

New Jobs: \$274 (\$175 plate change fee + \$99 design fee)

Reprints: \$175

Reprints: \$425

Reprints: \$425

## **Back cover only:**

Your logo and contact info in black ink is placed in designated area on back page.

## Full-Color #1 Order minimum is 1000 New Jobs: \$524 (\$425 plate change fee + \$99 design fee) \_\_\_\_

- Front cover: Choose from five cover designs (shown on page 3 of order form).
   Reprints: \$425 \_\_\_\_\_

   Doctor quote may be replaced with either A.) a patient or doctor quote of your choice or B.) your contact info and logo.
- **Back cover:** Your logo and contact info in full color is placed in designated area on back page. You can replace the small photo on the far right in the top dark blue section with your own.

## Full-Color #2 Order minimum is 1000

**New Jobs: \$624** (\$425 plate change fee + \$199 design fee) \_\_\_\_

- Front and Back Covers
- Doctor Quote on Page 4: Replace with your own doctor photo and testimonial. Patient testimonials are left as is.

## Full-Color #3 Order minimum is 1000

New Jobs: \$723 (\$425 plate change fee + \$298 design fee) \_\_\_\_\_

- Front and Back Covers
- All of Page 4: Replace with your own doctor and patient photos and quotes.

**Isolated Print Run:** Full-Color options #4 and 5 are ideal for doctors in need of larger quantities who don't want to wait for our next batch print run. Minimum order quantity is 2500. There is no plate change fee, only a design fee.

## Full-Color #4 Order min: 2500 \$199

- Front and Back Covers
- Doctor Quote on Page 4
- Yellow Quote Boxes on Pages 2 and 3: Replace with your own doctor and patient photos and quotes.

## Full-Color #5 Order min: 2500 \$249

- Front and Back Covers
- All of Page 4
- Yellow Quote Boxes on Pages 2 and 3

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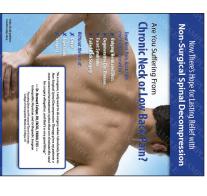
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**STEP 4:** 

Default Covers (labeled below) are used for Black Ink Customizations. If Purchasing a Full-Color Customization, Please Choose any Cover.

## **Booklet Cover Options. Please Check One.**

Default Cover for 24-Page Lumbar-Cervical **Cover 1: Man on Blue Background** 





Non-Surgical Spinal Decompression

Statements may need to be edited for length and clarity

Quote, Patient Photo & Statement, or simply Your Logo and Contact Info, all in black ink For Black Ink Jobs: Current doctor quote may be replaced with your own Dr. Photo &

(black ink does allow for shades of grey). Dimensions of quote box cannot be changed

PLEASE NOTE: Size and shape of quote box varies slightly depending on cover.

more conservative treatment option that can eliminate the need Non-Surgical Spinal Decompression Therapy gives my patients a "As a surgeon, I only want to do surgery when I absolutely have to

for surgery altogether, and that's a very good thing."

Osteopathic Physician and Orthopedic Surgeon Dr. Bernard Zeliger, DO, FACOS, FAOAO, FICS —

Founding Dean and Provost of Touro University College of Osteopathic Medicine; Valleja, CA

need to be edited for length and clarity.

sions of quote box may be changed to better suit the content within. Statements may Patient Photo & Statement, or simply Your Logo and Contact Info. All in Full-Color. Dimen-

For Full-Color Jobs: Current doctor quote may be replaced with your Dr. Photo & Quote,

What Can I Customize on the Front Cover? 1.) Front Cover Customizations



## **Cover 3: Woman Holding Lower Back**

Default Cover for 4-Page Lumbar-Only

Do You Suffer From Chronic Low Back Pain? **Non-Surgical Spinal Decompression** Now There's Hope for Lasting Relief with

ireat Back Pain and Sciatica caused by:

X Injections X Surgery Vithout the use of C Drugs Failed Back Surger Bulging/Herniated Discs Facet Syndrome Degenerative Disc Disease

> Non-Surgical Spinal Decompression Now There's Hope for Lasting Relief with

**Do You Suffer From Chronic** 

Low Back or Neck Pain?

Default Cover for 4-Page Lumbar-Cervical

Cover 4: Man Holding Back & Neck

Cover 5: Woman in Black Top

Additional Cover Choice

**Non-Surgical Spinal Decompression** Now There's Hope for Lasting Relief with



 Facet Syndrome
 Failed Back Surgery Drugs Surgery out the use of

Sulging/Herniat t Neck Pain, Back Pain, Sciatica caused by:



Are You Suffering From

Chronic Neck or Low Ba

**Non-Surgical Spinal Decompression** Now There's Hope for Lasting Relief with

3

Dr. Bernard Zeliger, DO, FACOS, FAOAO, FICS — teopathic Physician and Orthopedic Surgeon

Page 3



File Name: Order Form Media West-Custom-NSSD-v57-Generic-LT



## Inside This Special Re black contact info, logo, slogan, etc. your Full-Color contact info, logo, slogan, doctor and/or pa-For Full-Color Jobs: The blank space may be filled with with For Black Ink Jobs: This blank space may be filled with with (outlined in red) with your own. tient statement. You may also change out the far right photo Call Today: 000-000-0000 visit us online at <u>www.YourWebsiteHere.com</u> Street, Suite 101 | City, State, Zip Code **Spine Center** r consequipis euis ait uipat als ac, conulta convulta orperat. Ecte hu n veis nriannet äk, vulta rinsate feugait ät tandee magnit ad tat on et autzt, vel etum veik acilismoi es adipusci et veis nis indoloterin **Main Street** dells hent ut lortin vel ing et wist wist ulluptation nibh enisi et inliqui tem irit dipisi ex eniemet praeste Istm nullamc onecos dolobot" --- Dr. Se and So **Back Cover Customizations:** ort on Back & Neck Pain. Inside This Special Report on Back & Neck Pain Call Today: 000-000-0000 visit us online at <u>www.YourWebsiteHere.com</u> **Spine Center Main Street** suite 101 | City, State, Zip Code **Restoring Quality of Life** Call for pricing on quote changes for pages other than 2,3, and 4. Quote from page 2 and 3 -Available with Isolated Print Runs of 2500+ thrilled to be able to offer my back pain patients "Uhad pain in my low back and down my leg for years, in having touche even waking up the statis and had to steep in a ciedine's four exclusion who didn'they much and the latif one wave years pairous mornings with pain medication. The more I tried to do, the ways I felt. I saw "After two years of dealing with the pain, and, at times, have being able to walk with even a care. I am so grateful to say that I am finally pain free. Who surgical School Decompression was truly or answer to my project. Thank two surgical control of the surgices of the same set of the same set. "I arrived at my first appointment in terrible pain. Be Spinal Decompression. I had trouble sleeping, getting dressed Inside Page Customization Options: "Driving, Walking, sitting, standing, and bending were all impossible to do without unbearable pain. I met with the doctor offering a with that pain—that miserable in the back or neck. It's a pain the pain that may increase with certa chose the route I did. I would highly record blem similar to mine." — Christopher R. I be of help. By this time I was skeptical pain, but WOWI I can't believe the diffi Before Non-Surgical sed, taking a shower, r I am 99% better and nend this therapy to anyone I had met many own doctor/patient quotes and three patient quotes. They be changed. and photos. The top headline may be replaced with your Page 4 contains a doctor quote Available with orders of 1000+ on Page 4 **Doctor Quote or All Quotes** "Restoring Quality of Life" can "I have given more than "MY pain was so bad that writing this letter with only invasiv 20,000 Non-Surgical Spinal Decompression treatments over the last nine years. Knowing how many people this helps, I would never practice again without this technology." - Dr. Adrian Marcus, DC --Chiropractic Dector that I a hemiation at I After four sessic Non-Surgical n, the pain was gonel it kept me getting out of One morning, I c not walk and ha crawl My MRI sho

## **Checklist of Things We Need From You**

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## Please send logos and statements to orders@mediawestpublications.com

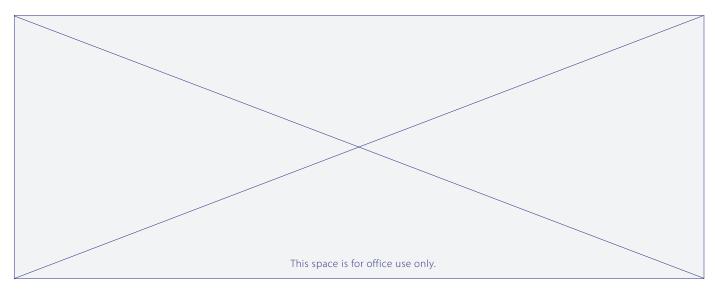
- 1.) High Resolution Logo: Logos must be at least 900 pixels wide (for a horizontal logo) or 900 pixels tall (for a vertical logo). Logos are accepted in the following formats: JPEG, TIFF, EPS, PDF, vector, or Illustrator vector. Logos pulled from the web are too small. If you do not have a print-quality 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, back cover, pages 2, 3, 4 for the 24-page booklet, please send the quotes and photos to orders@mediawestpublications.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 3 and check which cover you'd like.

## 4.) Information to Be Used In Custom Booklet Space:

Clinic Name on Booklet:		
Doctor or other medical professional names, if any	/ you would like lis	ted:
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):		
<b>Signature Require</b> I, the undersigned, understand that this order is non-o		
Signature		Date
Print Name and Professional Title		



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## **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?		
Please Check one:		_
Receive link to secure payment via email Name on card:		
Contact Phone:		
Contact Email:		