



## 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 DCOA brochures, order minimum is 2500 as an isolated print run. See page 2 for details.*

**STEP 2:** Choose your customization package. Please check one.

- Customization package cost covers printer's plate change fees and graphic design fees
  - See pages 3 and 4 of order form for visual examples of customizations

**Batch Print Run:** For Black Ink and Full-Color options #1–3, we print multiple custom orders together in one batch, as it is more cost-effective. Call or email to find out when we are going to press with our next batch print run.

**Black Ink** **Order minimum is 500** **New Jobs: \$299** (Includes \$99 design fee) \_\_\_\_\_

**Back cover only:** **Reprints: \$200** \_\_\_\_\_

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: \$474** (Includes \$99 design fee) \_\_\_\_\_

- **Front cover:** Choose from five cover designs (shown on page 3 of order form). **Reprints: \$375** \_\_\_\_\_  
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: \$574** (Includes \$199 design fee) \_\_\_\_\_

- **Front and Back Covers** **Reprints: \$375** \_\_\_\_\_
- **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: \$673** (Includes \$298 design fee) \_\_\_\_\_

- **Front and Back Covers** **Reprints: \$375** \_\_\_\_\_
- **All of Page 3:** Replace with your own doctor and patient photos and quotes.

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**Isolated Print Run:** For Options #4 and 5. This option is 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.

**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**

**What does the design fee cover?** Our graphic designer will first 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 accommodate 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.

**STEP 3:** Fill out desired quantity below in increments of 25.

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

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 Toll Free: 877-968-8631 • [orders@mediawestpublications.com](mailto:orders@mediawestpublications.com)

**STEP 4:**

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

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

*Note: Lumbar Only Covers will say "Do You Suffer from Chronic Low Back Pain?"*

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

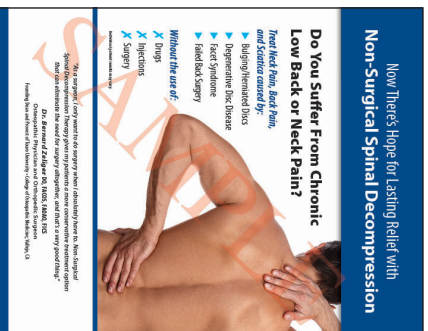
**Cover 2: Man in Black Shorts** \_\_\_\_\_  
 Default Cover for 24-Page Lumbar-Only



**Cover 3: Woman Holding Lower Back** \_\_\_\_\_  
 Default Cover for 4-Page Lumbar-Only

**Cover 4: Man Holding Back & Neck** \_\_\_\_\_  
 Default Cover for 4-Page Lumbar-Cervical

**Cover 5: Woman in Black Top** \_\_\_\_\_  
 Additional Cover Choice

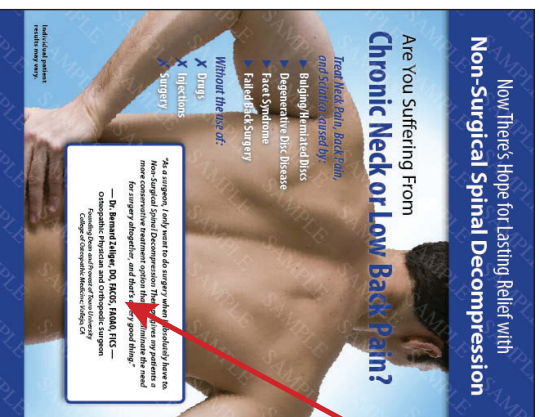


**What Can I Customize on the Front Cover?**  
**1.) Front Cover Customizations**

**For Full-color Jobs:** Current doctor quote may be replaced with your Dr. Photo & Quote, Patient Photo & Statement, or simply Your Logo and Contact Info. All in Full-Color. Dimensions of quote box may be changed to better suit the content within. Statements may need to be edited for length and clarity.

**For Black Ink Jobs:** Current doctor quote may be replaced with your own Dr. Photo & Quote, Patient Photo & Statement, or simply Your Logo and Contact Info, all in black ink (black ink does allow for shades of grey). Dimensions of quote box cannot be changed. Statements may need to be edited for length and clarity.

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





## Back Cover Customizations:

**For Full-Color Jobs:**  
This blank space may be filled with your Full-Color contact info, logo, slogan, doctor and/or patient statement.

**For Black Ink Jobs:**  
This blank space may be filled with black contact info, logo, slogan, etc.

**Inside This Special Report on Back & Neck Pain...**

Learn about the many ways to relieve your back and neck pain. Discover the latest treatments and how they can help you live a better life.

**Are you wondering if you should have surgery?** Discover what you need to know before deciding if surgery is the right choice for you.

**Are you tired of being told that you need surgery?** Discover what you need to know before deciding if surgery is the right choice for you.

**Have you been told you need surgery?** Discover what you need to know before deciding if surgery is the right choice for you.

**Is your Spinal Decompression program really working?** Discover what you need to know before deciding if surgery is the right choice for you.

**Main Street Spine Center**  
Some Street, Suite 101 | City, State, Zip Code  
Call Today! 000-000-0000  
Or visit us online at [www.YourSpineCenter.com](http://www.YourSpineCenter.com)

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**Inside This Special Report on Back & Neck Pain...**

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**Is your Spinal Decompression program really working?** Discover what you need to know before deciding if surgery is the right choice for you.

**Main Street Spine Center**  
Some Street, Suite 101 | City, State, Zip Code  
Call Today! 000-000-0000  
Or visit us online at [www.YourSpineCenter.com](http://www.YourSpineCenter.com)

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## Inside Page Customization Options:

**Quotes from page 2 and 3 Available with Isolated Print Runs of 2500+**

**"Driving, walking, sitting, standing, and bending were all impossible to do without unbearable pain. I met with the doctor offering non-surgical Spinal Decompression therapy, and he felt very strongly that this therapy could be of help. By this time, I was skeptical of anything claiming to relieve my pain, but WOW! I can't believe the difference! I met many people at my doctor's office that had a good outcome from their surgical procedures and am glad that I chose the route I did. I would highly recommend this therapy to anyone with a problem similar to mine." — Christopher J.**

**"My pain was so bad that I kept me from getting out of bed one morning. I could not walk and had to crawl by with my arms and legs. After four sessions of Non-Surgical Spinal Decompression, the pain was gone! At the end of session 20, my flexibility was back to normal and I was able to resume my normal activities. I am so grateful for this therapy. I don't even want to think about what would have happened if I had not heard of Non-Surgical Spinal Decompression!" — Ken L.**

**"I am thrilled to be able to offer my back pain patients Restoring Quality of Life." — Dr. Adrien Metzen, D.C., Divergent Therapist**

**"I had pain in my low back and down my leg for years. I had tried many treatments, including surgery, but nothing worked. I met with Dr. Metzen and he explained the Spinal Decompression process to me. I was very skeptical, but I decided to try it. After two weeks of treatment, my pain was gone and I was able to walk and stand without pain. I am so grateful for this therapy." — Alice K.**

**"After two weeks of dealing with the pain, and at times, hardly being able to walk, I met with Dr. Metzen. He explained the Spinal Decompression process to me. I was very skeptical, but I decided to try it. After two weeks of treatment, my pain was gone and I was able to walk and stand without pain. I am so grateful for this therapy." — Estienne D.**

**Doctor Quote or All Quotes on Page 4 Available with orders of 1000+ Page 4 contains a doctor quote and three patient quotes. They may be replaced with your own doctor/patient quotes and photos. The top headline, "Restoring Quality of Life" can be changed.**

Call for pricing on quote changes for pages other than 2,3, and 4.

# Checklist of Things We Need From You

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

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

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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: \_\_\_\_\_