

Earlier Referrals? YES!

THROUGH YOUR OWN CUSTOMIZABLE

Physician Outreach Newsletter

Hospices across the U.S. rely upon this customized publication to educate physicians, strengthen clinician relationships, and encourage earlier referrals. With over a decade of experience in clinical outreach, Quality of Life Publishing has built a solid reputation for providing the best clinical periodicals for end-of-life care organizations in North America. Consider:

- ✓ **Proven track record** of helping hospices get earlier referrals.
- ✓ **Consistent** top-notch clinical content for over a decade.
- ✓ **Fully branded**, so the publication arrives in clinicians' hands as an educational service provided by **your** hospice. This four-page newsletter is four-color outside and black print inside.
- ✓ **Turnkey** articles researched and written by our experienced hospice journalists; submit your own articles for the front and back pages to maximize customization.

Value-Added Benefits

- ✓ **Convenient hassle-free service** means we recognize that your time is too valuable to be spent researching, writing, typesetting, and printing. Your custom newsletters arrive at your desk ready to distribute.
- ✓ **Unlimited permission to reprint articles** gives you access to hard-hitting editorial content to use in hand-outs at educational events for staff members, volunteers, and referral sources or as informative features in community newsletters.
- ✓ **PDF file** of each issue available for just \$25 per issue. Offer this educational resource in the physicians' section of your website, giving busy clinicians another tangible incentive for visiting **your** website on a regular basis.

Call toll free
1-877-513-0099

or email
info@QoLpublishing.com

From the same trusted source that brought you

Quality of Life Matters®
End-of-life care news & clinical findings for physicians





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Phone: 239-513-9907
Fax: 239-513-0088

www.QoLpublishing.com

Custom Newsletter Order Form

NAME OF ORGANIZATION

NAME OF CONTACT PERSON

TITLE

CONTACT EMAIL

STREET ADDRESS

CITY

STATE

ZIP

PHONE

FAX

The terms of this agreement are as follows:

I. Order:

Quantity of newsletters, per quarter: _____.

- 4 consecutive issues (receive a 5% discount, see below).
- Order issue-to-issue.

Starting issue (Q to fill in) _____.

may be replaced with your own material — see IV c).

- d) Printing of the four-page newsletters, with full color for front/back and black print only on inside.
- e) Shipping of newsletters to your location via UPS Ground at a rate determined by the quantity of your order.
- f) Custom PDF of newsletter available for an additional \$25 per issue.

II. The following prices will apply:

a)	QUANTITY	PRICE	QUANTITY	PRICE
	200	\$ 553.00	650	\$1,097.00
	250	608.00	700	1,153.00
	300	669.00	800	1,266.00
	350	736.00	900	1,378.00
	400	803.00	1000	1,390.00
	450	864.00	2000	2,340.00
	500	928.00	3000	3,270.00
	550	984.00	4000	4,080.00
	600	1,041.00	5000	4,775.00

b) AVAILABLE DISCOUNTS

5% 4-Issue Order; 5% Advanced Pay: Discounts will be charged back if all terms of this agreement are not fulfilled. 4-issue orders must be consecutive issues to receive discount, unless otherwise agreed upon. Advance payments must be received by the due date in order for the discount to be honored.

(Pricing and discounts subject to change without notice.)

III. Quality of Life Publishing will provide the following:

- a) Layout of newsletters.
- b) Basic editing of copy you provide, if applicable.
- c) Professionally researched and written clinical articles. Fixed articles on pages 2 & 3 may not be changed. Front and back page articles

IV. Client will provide the following by "copy due" date, to be determined each issue:

- a) All artwork for front page and back page. (See below for specifications.) If client does not provide artwork, QoL will design at \$50/hour. Client to provide high resolution copy of logo.
- b) Pantone color or CMYK color specs, if available.
- c) If choosing to replace front and/or back page articles:
Provide articles for typesetting in a Word document, between 500-600 words each. If submitting pictures or other images in conjunction with article, 450-500 words.

** If client does not provide copy by the deadlines, standard editorial and existing copy will be run.*

V. Artwork specifications:

- a) All artwork must be submitted in PDF, JPG, or TIF format, at least 300 dpi, 4-color, CMYK.
- b) Full front page: 8"X10.5" (allow approximately 8"X2"-2.5" for masthead area, based on your design preferences).
- c) Full back page: 8"X10.5" (back page article will be pulled).
- d) Half back page: 8"X5.25" (back page article remains intact).

VI. Payment:

Payment to be made within 15 days of proof approval for each issue.

Please indicate your agreement to these terms by signing below and returning a copy to us by **fax at 239-513-0088**.

The terms of engagement of this letter are accepted.

By: _____

DATE: _____