

Quality of Life Matters®

# in Home Care

■ Latest news and clinical findings ■

## Increase Referrals and Revenues with our branded Clinician Outreach Newsletter

Home health care agency professionals across the U.S. now rely upon *Quality of Life Matters® in Home Care* to educate physicians, strengthen clinician relationships, encourage earlier referrals, and increase revenues. This four-page quarterly newsletter was launched in response to market demand. Agencies familiar with our highly-acclaimed hospice newsletter, considered a valuable resource by the AAHPM since 1999, urged us to provide a similar educational tool for home care. Consider:

- ✓ **Consistent** top-notch clinical content.
- ✓ **Customized** front and back so the publication arrives in clinicians' hands as an educational service provided by **your** home health care organization.
- ✓ **Full branding** available for front-page masthead and back-page ad. Provide your own artwork in digital format, or we can design artwork for you for a one-time design fee.

### Value-Added Benefits

- ✓ **Convenient hassle-free service** means we recognize that your time is too valuable to be spent researching, writing, coordinating, and printing. *Quality of Life Matters in Home Care* arrives at your desk ready to distribute.
- ✓ **Unlimited permission to reprint articles** from our archived clinical and news articles gives you access to hard-hitting editorial content to use in hand-outs at community events, educational sessions for staff members and referral sources, or as informative features in community newsletters.



**See back for order form.  
Questions? Call us toll-free at 1-877-513-0099  
or email [info@QoLpublishing.com](mailto:info@QoLpublishing.com).**



*The premier publisher of customized clinical newsletters since 1999.*



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## Home Care 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) \_\_\_\_\_.

#### 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:

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

placed 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.

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

a) High resolution copy of logo, contact information, descriptive paragraph for your organization (50 to 100 words), and a list of your services, to be plugged into a template newsletter design. - OR - Artwork for front and/or back page. (See below for specifications.) If client does not provide artwork but does not want standard template design, 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 page article:  
Provide article for typesetting in a Word document, between 500-600 words. If submitting pictures or other images in conjunction with article, 450-500 words.

*\* If copy is not provided by deadline, 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 7.5"X1.75" for masthead).

c) Full back page: 8"X10.5."

#### 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: \_\_\_\_\_