



Brand *Hard Choices for Loving People*

Now published by Quality of Life Publishing Co., *Hard Choices for Loving People* helps patients and their families with end-of-life decision making. More than 3.5 million copies have been sold to healthcare organizations nationwide.

Add value to your order by marketing your organization on the back cover. To purchase branded books send an order form (next page), or contact us directly:

Toll free: 1-877-513-0099 | Email: hankdunn@QOLpublishing.com

Features

- **Full color or black imprint:** Add your logo, contact information, or any other content to the back cover; see order form on reverse for pricing
- **Branding options:** Use a simple template, submit your own artwork, or we can design a custom ad for your organization
- **Lower minimum order:** The minimum order quantity for branded books is now 100
- **Multiple press runs:** Branded English books are printed with regular press runs, approximately 3–4 times per year; branded Spanish books are printed less frequently, as inventory is needed, about once per year.



Branding options

One-time*, \$25 setup fee includes:

- Template branding: We input your logo and contact information into a template
- Submit artwork: You provide artwork
 - Suggested print area is 4" x 7.5"
 - Full-bleed is 5.5" x 8.5" trim size
- * Additional fees may apply for extensive changes on reorders
- For optimal print quality, submit graphics in TIF, JPG, or PDF format, at least 300 dpi; color images, CMYK

\$50/hour design fee, please contact us for a quote:

- We can design a custom ad for you, based on your brand standards, website, existing marketing materials, or other instructions you provide

Production process

Print frequency:

- Branded books are printed with regular press runs, based on current inventory.
- If you are on our email list, we will send an email before each press run with upcoming deadlines; contact us if you would like to be added to our email list.
- If proof approval and payment are not received by the deadline, the order will be pushed to the next press run.
- **Unbranded books are available to purchase any time—contact us or buy online at www.hankdunn.com.**

Proofing:

- If you are a new branded client, or if you have changes to previous artwork, our production team will contact you to request the information we need.
- A PDF proof of the cover will be created for your review; if you have changes, an updated proof will be sent.
- Once we receive the initialed approval form, we will send an invoice; **payment must be received before the files are sent to press.**
- When payment is received your order will be submitted for print; **the order cannot be changed once it is sent to press.**

PRESS DEADLINES:

ENGLISH: April 20, 2017

SPANISH: TBD (estimated late 2017)



Please submit a completed order form or contact us as soon as possible if you are interested in branding.

Toll free: 1-877-513-0099

Email: hankdunn@QOLpublishing.com

Order form: Branded *Hard Choices*

Please complete the form and send using one of the methods below. You may also place orders for branded books by contacting us directly.

Email: hankdunn@QOLpublishing.com | Call: 1-877-513-0099 | Fax: 1-239-513-0088 | Mail: 6210 Shirley Street, Suite 112, Naples, FL 34109

REQUIRED FIELDS ARE IN RED.

SHIPPING ADDRESS:

NAME: _____ **EMAIL:** _____

ORGANIZATION: _____ **PHONE:** _____

STREET: _____ **CITY:** _____

STATE: _____ **ZIP:** _____ NEW ORDER | REORDER, SAME ARTWORK | REORDER, CHANGES

BILLING ADDRESS: (IF DIFFERENT FROM ABOVE)

NAME: _____ **ORGANIZATION:** _____

STREET: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

PAYMENT INFO: CHECK (PAYABLE TO QUALITY OF LIFE PUBLISHING CO.)
 CREDIT CARD (SEE INSTRUCTIONS BELOW)

To help us keep your data secure, please call 1-877-513-0099 during regular business hours (Mon–Fri, 9 am–5 pm Eastern Time) to submit your credit card information. If you call outside business hours, leave your name and phone number and we will call you back as soon as possible. You may also request an invoice, due upon receipt, to pay by credit card through our secure payment portal. If you have any questions, do not hesitate to contact us.

BRANDED *Hard Choices* book order

| SKU (OR PRODUCT NAME) | QUANTITY |
|---|----------|
| HCLP-B (<i>Hard Choices for Loving People</i> – BRANDED) - ENGLISH | |
| PRICE PER ENGLISH BOOK QUANTITY: | x |
| HCLP-B (<i>Hard Choices for Loving People</i> – BRANDED) - SPANISH | |
| PRICE PER SPANISH BOOK QUANTITY: | x |
| SUBTOTAL: | |
| BRANDING: Choose options below, then fill in the appropriate fee. Contact us with questions. | |
| <input type="checkbox"/> COLOR IMPRINT <input type="checkbox"/> B&W IMPRINT | |
| <input type="checkbox"/> TEMPLATE (\$25) <input type="checkbox"/> SUBMIT ARTWORK (\$25) <input type="checkbox"/> DESIGN (\$50/HR) | + |
| LESS APPLICABLE DISCOUNTS: | - |
| <input type="checkbox"/> SALES TAX EXEMPT / OUT OF STATE* -OR- APPLY 6% FL SALES TAX: | + |
| S&H, BASED ON TOTAL QTY (See chart; contact us for RUSH): | + |
| ORDER TOTAL: | |

*Non-tax-exempt clients outside of FL may be required by their states to pay a sales and use tax. Check with the Department of Revenue in your state.
 All prices and fees subject to change without notice.

Price per book * English & Spanish branded books sold separately

| QUANTITY | COLOR IMPRINT | B&W IMPRINT |
|-----------|---------------|-------------|
| 100–249 | \$6.30 each | \$3.78 each |
| 250–499 | \$3.73 each | \$2.68 each |
| 500–999 | \$2.63 each | \$2.10 each |
| 1000–1499 | \$1.84 each | \$1.58 each |
| 1500–1999 | \$1.50 each | \$1.33 each |
| 2000–3999 | \$1.34 each | \$1.21 each |
| 4000+ | \$1.09 each | \$1.03 each |

Branding fees

| DESCRIPTION | FEE |
|---------------------------------------|-------------------|
| Setup fee: Template or submit artwork | \$25, one time ** |
| Design fee: We design a custom ad | \$50/hour *** |

** Other fees may apply for extensive changes on reorders.
 *** Contact us for a quote.

Shipping & handling

| TOTAL QUANTITY | S&H |
|----------------|------------|
| 100–124 | \$26.00 |
| 125–199 | \$30.00 |
| 200–274 | \$47.00 |
| 275–349 | \$61.00 |
| 350–424 | \$75.00 |
| 425–499 | \$86.00 |
| 500–574 | \$96.00 |
| 575–649 | \$117.00 |
| 650–724 | \$131.00 |
| 725–799 | \$145.00 |
| 800–874 | \$150.00 |
| 875–949 | \$154.00 |
| 950–999 | \$168.00 |
| 1000–1074 | \$181.00 |
| 1075–1124 | \$190.00 |
| 1125–1199 | \$199.00 |
| 1200–1249 | \$208.00 |
| 1250–1324 | \$217.00 |
| 1325–1374 | \$230.00 |
| 1375–1449 | \$242.00 |
| 1450–1499 | \$251.00 |
| 1500–1574 | \$259.00 |
| 1575–1624 | \$273.00 |
| 1625–1699 | \$286.00 |
| 1700–1749 | \$295.00 |
| 1750–1824 | \$304.00 |
| 1825+ | Contact us |

Shipping information

- Delivery date cannot be guaranteed.** Turnaround times depend on scheduled press runs, approximately 3–4 times per year for English books and as needed for Spanish books, about once per year. Please notify us if you have a specific need-by date. If delivery by that time is possible, rush shipping fees may apply. If it is not possible, you may order unbranded books or postpone your order until the next press run. Contact us for deadlines or more information.
- The S&H fees listed cover standard shipping (generally UPS Ground; other freight services may be used for certain orders). Time in transit varies by shipping service and destination. S&H fees for quantities over 2K are calculated per order and may fluctuate with current shipping rates.

Payment

- Payment for branded book orders must be received in advance.
- Refunds are not available on book purchases.