

Custom Order Form: 24-Page Brochure (4-Page Order Form on Page 2)

*This Non-Surgical Spinal Decompression Patient Brochure
is a 24-page 8.5"x11" magazine style booklet.*

Return via fax to: 702-446-8397 or Call: 877-968-8631

Please check one option: NSSD Lumbar Only _____ NSSD Lumbar with Cervical _____
VAX-D Lumbar Only _____ VAX-D Lumbar with Cervical _____

One half of the cost of order is due immediately prior to printing.
Second half just before shipping. These two charges occur up to four weeks apart.

24-PAGE BROCHURE COMES SHRINK-WRAPPED IN 25-COUNT BUNDLES.

Product Description	Qty	Unit Price	Total Price
500+ 24-Page Custom Brochure (Black Ink order minimum is 500)		2.00	
1000+ 24-Page Custom Brochure (Full Color order minimum is 1000)		1.90	
1500+ 24-Page Custom Brochure		1.80	
2000+ 24-Page Custom Brochure		1.70	
2500+ 24-Page Custom Brochure		1.60	
3000+ 24-Page Custom Brochure		1.50	
Black Ink Customization for 24-Page Front/Back Covers		150.00*	
Full Color Customization for 24-Page Front/Back Covers		400.00*	
10% Off First Order (applied to subtotal, before shipping. Does not apply to customization charge.)			
Subtotal			
Subtotal			
Sales Tax			
Sales Tax			
Shipping			
Shipping			
Total			
Total			

Custom Black Ink 24-Page Brochures: 500 Minimum. Custom contact info in black ink is placed in designated area on back page. Front page doctor quote may be replaced with either a patient or doctor quote or contact info/logo.

Custom Full-Color 24-Page Brochures: 1000 Minimum. Custom contact info in full color is placed in designated area on back page. Front page doctor quote, may also be replaced with custom full color info. and yellow patient testimonial boxes throughout may be replaced with your own patient or doctor testimonials. Page 4 quote box can be replaced with your own quote and picture, as well as your own patient or doctor testimonial.

* Additional design fees may be incurred, if client requests special customizations. Call for details.

**Shipping will be added. It is what FEDEX Ground or USPS Media Mail charges from East or West Coast to your location. Shipping is approximately \$50 to \$125 per 500 24-page brochures.

Custom Order Form: Four (4) Page Brochure

*This Non-Surgical Spinal Decompression Patient Brochure
is made from one 11"x17" sheet folded in half to make four 8.5"x11" pages.*

Return via fax to: 702-446-8397 or Call: 877-968-8631

Please check one: Lumbar Only _____ Lumbar with Cervical _____

Please check one: Generic Spinal Decompression _____ VAX-D® _____

One half of the cost of order is due immediately prior to printing. Second half just before shipping.
These two charges occur approximately 7 – 10 days apart.

4-PAGE BROCHURE COMES SHRINK-WRAPPED IN 100-COUNT BUNDLES.

Planning On Doing A Mailer?

If so, you'll love our print & fold option.

(Available for custom orders only.)

For just \$25 (per 2500), you can have your 4-Page brochures mechanically folded in half (*fits in a 6"x9" envelope*), or in thirds (*fits in a 4 1/4" x 9" envelope*).

Order the folding option here:



Folded in half Folded in thirds



Example of mailers in window envelopes (envelopes available at www.uline.com)

Product Description	Quantity	Unit Price	Total Price
2500+ 4-Page Black Ink Only Custom Brochure — Minimum 2500		.39	
5000+ 4-Page Black Ink Only Custom Brochure		.35	
5000+ 4-Page Full Color Custom Brochure — Minimum 5000		.39	
10,000+ 4-Page Full Color Custom Brochure		.35	
Please fold my brochure in _____ half or _____ thirds (Check One)		25.00 per 2500	
10% Off First Order (Does not apply to shipping, folding, or special design fees.)			
		Subtotal	
We are required to add sales tax to all orders from WA and WY.		Sales Tax	
Shipping Charges: FEDEX Ground (1 to 5 business days) or USPS Media Mail (2 to 9 business days).		Shipping	
		Total	

Black Ink Custom Brochures: 2500 Minimum. Custom contact info in black ink is placed in designated area on back page. Front page doctor quote may be replaced with either a patient or doctor quote or contact info/logo.

Full-Color Custom Brochures: 5000 Minimum. Custom contact info in full color is placed in designated area on back page. Front page doctor quote, may also be replaced with custom full color info. and yellow patient testimonial boxes throughout may be replaced with your own patient or doctor testimonials.

* Additional design fees may be incurred, if client requests special customizations. Call for details.

**Shipping will be added. It is what FEDEX Ground charges from East or West Coast to your location. Shipping is approximately \$50 to \$125 per 2500 brochures.

Return this page via fax to: 702-446-8397

PO Box 7413 • Sheridan, WY 82801
 Phone: 702-948-0633 • Fax: 702-446-8397
 Toll Free: 877-968-8631 • orders@mediawestpublications.com

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

Brochure Cover Options. Please Check One.

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

Cover 1: Male, Blue Background _____

Default Cover for 24-Page Lumbar-Cervical



Cover 2: Male, Black Shorts _____

Default Cover for 24-Page Lumbar-Only



Cover 3: Female, Lower Back _____

Default Cover for 4-Page Lumbar-Only



Cover 4: Male, Holding Neck _____

Default Cover for 4-Page Lumbar-Cervical



Cover 5: Female, Black Top _____

Default Cover for 4-Page Lumbar-Only



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 & Testimonial, or simply Your Logo and Contact Info. All in full color. Dimensions of quote box may be changed to better suit the content within. Testimonials may need to be edited for length and clarity.

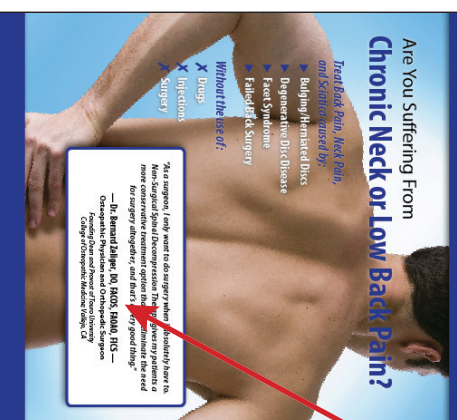
For Black Ink Jobs: Current doctor quote may be replaced with your own Dr. Photo & Quote, Patient Photo & Testimonial, or simply Your Logo and Contact Info, all in black ink (black ink does allow for shades of grey). Dimensions of quote box cannot be changed. Testimonials may need to be edited for length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

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



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

Are You Suffering From
Chronic Neck or Low Back Pain?



Return this page via fax to: 702-446-8397

Back Cover Customizations for 24-Page

For Full Color Jobs Only:
The yellow quote box may be replaced with your own patient or doctor testimonial. Testimonials will be edited if necessary to fit in the designated space.

For Full Color Jobs:
This blank space may be filled with your full color contact info, logo, slogan, etc.

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



Page 4 Customization for 24-Page Available for Full Color Customizations Only

This page applies to BOTH Lumbar-Only and Lumbar Cervical Brochures

For Full Color Jobs:
Page 4 contains a doctor quote and two patient quotes. These quotes may be replaced with your own patient and/or doctor testimonial and photos. Testimonials will be edited if necessary to fit in the designated space.

The top headline, "Restoring Quality of Life" can be changed to something specific to your practice.

Does Not Apply to Black Ink Jobs

Restoring Quality of Life

"I am thrilled to be able to offer my back pain patients a treatment process that can bring quality back to their life. I am familiar with that pain—that miserable aching, burning, sharp, stabbing pain in the back or neck. It's a pain that may be constant or episodic. It's a pain that may increase with certain movements, or with sitting and standing for long periods of time. It's a pain that may radiate into your thigh, calf, foot, shoulder, elbow or hand. It's crippling, frustrating, and depressing. This pain has stolen from you your precious daily activity."

We see patients every day who have found great success by restoring natural body positioning through our specialized therapy in addition to Non-Surgical Spinal Decompression for those with disc herniations.

We have treated thousands of patients delivering well over 100,000 Non-Surgical Spinal Decompression treatments in the ten years we've been seeing patients. We've found this treatment to be non-surgical, non-invasive and conservative. Coupled with the right therapy, this treatment has relieved tremendous suffering, spared thousands of our patients from surgical procedures, and has restored quality of life! Seek out for yourself those who have been treated, and hear their testimonies. Then decide if this treatment is for you. You have nothing to lose but pain itself! — **Jim Steinhil, D.O., Doctor of Osteopathy**

"My pain was so bad that it kept me from getting out of bed, one morning, I could not walk and had to crawl. My MRI showed a herniation at L4-L5. After four sessions of Non-Surgical Spinal Decompression, the pain was gone! At the end of session 20, my flexibility was back to such a degree that I had not experienced for almost 12 years."

One month previous to writing this letter my future looked bleak, with only invasive options to consider. I don't even want to think about what would have happened if I had not heard from a friend about Non-Surgical Spinal Decompression. — **Ken L.**

"I'm 89 years old and have had low back pain off and on for years. But in the past eight months, I had been experiencing terrible back pain every single day. Amazingly, after only six treatments of Non-Surgical Spinal Decompression, I no longer needed pain medications or the use of a cane to get around my home or garden. — **Margaret S.**

Individual patient results may vary.
Page 4

Return this page via fax to: 702-446-8397

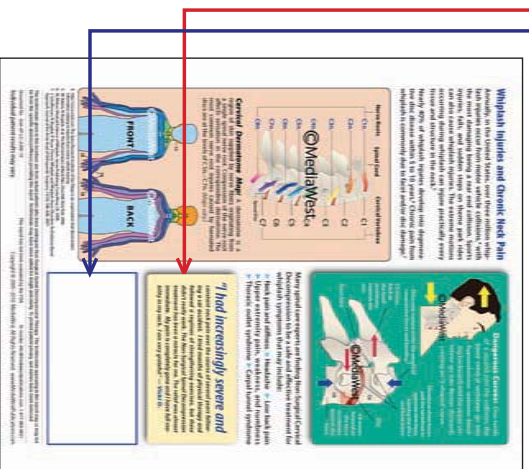
Back Cover Customizations for 4-Page

For Full Color Jobs Only:
 The yellow quote box may be replaced with your own patient or doctor testimonial. Testimonials will be edited if necessary to fit in the designated space.

For Full Color Jobs:
 This blank space may be filled with your full color contact info, logo, slogan, etc.

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

Lumbar-Cervical Back Cover



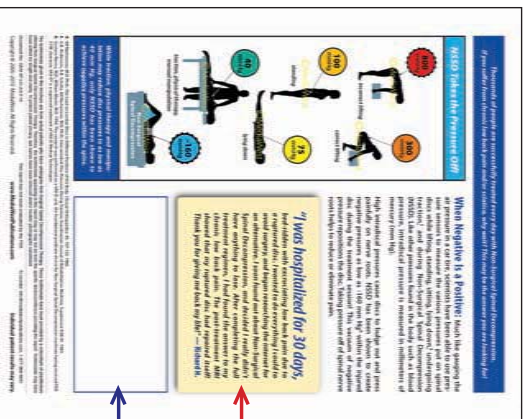
Which Injuries and Genetic Risk Are
 Available in Your Back? Cervical spine conditions like neck pain, dizziness, and vertigo, and shoulder, elbow, and wrist pain are common among individuals with osteoarthritis. Cervical spine conditions are more common in people with osteoarthritis. Cervical spine conditions are more common in people with osteoarthritis.

Chiropractic
 Many people turn to chiropractic care for relief from neck and shoulder pain. Chiropractic care can help reduce pain and improve function. Chiropractic care can help reduce pain and improve function.

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Lumbar-Only Back Cover



When Negative Is a Bother: Many people find that the negative effects of a bad back can be a real problem. Many people find that the negative effects of a bad back can be a real problem.

Chiropractic
 Many people turn to chiropractic care for relief from back pain. Chiropractic care can help reduce pain and improve function. Chiropractic care can help reduce pain and improve function.

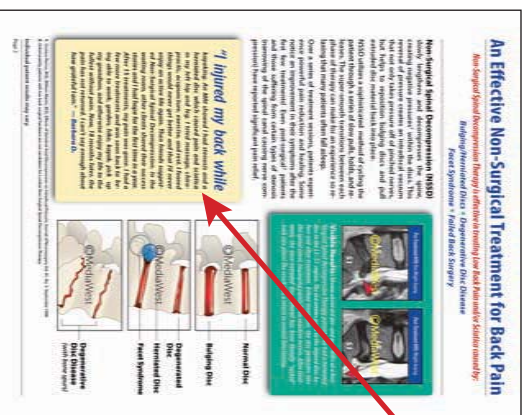
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 Many people turn to chiropractic care for relief from back pain. Chiropractic care can help reduce pain and improve function. Chiropractic care can help reduce pain and improve function.

Inside Page Customization for 4-Page Available for Full Color Customizations Only

This page applies to BOTH Lumbar-Only and Lumbar Cervical Brochures

For Full Color Jobs:
 A.) The yellow quote box on page 2 may be replaced with your own patient or doctor testimonial. Testimonials will be edited if necessary to fit in the designated space.

Does Not Apply to Black Ink Jobs



An Effective Non-Surgical Treatment for Back Pain
 Non-Surgical Spinal Decompression (NSD) is a safe, non-invasive treatment for back pain. Non-Surgical Spinal Decompression (NSD) is a safe, non-invasive treatment for back pain.

Chiropractic
 Many people turn to chiropractic care for relief from back pain. Chiropractic care can help reduce pain and improve function. Chiropractic care can help reduce pain and improve function.

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"I injured my back while kayaking. An MRI showed I had stenosis and a herniated disc which caused pain and scatica in my left hip and leg. I tried massage, chiropractic, acupuncture, exercise, and rest. I feared things would never get better and that I'd never enjoy an active life again. Then friends suggested Non-Surgical Spinal Decompression. In the waiting room, other clients shared their success stories and I had hope for the first time in a year. After 15 treatments, my pain was gone. I had a few more treatments and was soon back to being able to work, garden, hike, kayak, pick up my grandson, and otherwise enjoy my life to the fullest without pain. Now, 18 months later, the pain has not returned. I can't say enough about how grateful I am." — Barbara D.

Checklist of Things We Need From You

Please Return this page via fax to: 702-446-8397

Please send logos and testimonials to orders@mediawestpublications.com

1.) High Resolution Logo:

Logos must be at 300 dots per inch and AT THE VERY LEAST 3 inches at its widest or tallest measurement. For example, if you have a horizontally long logo, please make sure it is at least 3 inches wide and 300 dots per inch, even if it is only 1 inch in height. Logos are accepted in the following formats: JPEG, TIFF, EPS, PDF, vector, or Illustrator vector. Logos pulled from the web are unfortunately too low of a quality to print. If you do not have a print-quality logo, but like your current logo design, 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.) Testimonials and Photos: If you'd like to use any of your doctor or patient testimonials and photos for the front cover, back cover, page 4 for the 24-page brochure, or page 2 in the four page, 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 testimonials 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 Brochure Space:

Clinic Name on Brochure: _____

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): _____



Please print all information neatly.
Please Return this page via fax to: 702-446-8397

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? _____

CREDIT CARD PAYMENT INFORMATION:

MasterCard _____ Visa _____ Discover _____ AMEX _____

Credit Card Number: _____
Exp Date: _____ Security Card Code (3 digit code on back. 3 or 4 digit code on front of AMEX) _____
Name on Card: _____
Your Billing Company Name, If Applicable: _____

BILLING ADDRESS FOR CREDIT CARD OR BANK CHECK:

Billing Address is same as shipping: _____

Billing Address: _____
City: _____ State: _____ Zip Code: _____
Billing Telephone: () _____ - _____

BANK CHECK PAYMENT INFORMATION:

Account Type: ___Business Checking ___Personal Checking ___Business Savings ___Personal Savings
9-Digit Bank Routing Number: _____
Bank Account Number: _____ Check #: _____
Bank Name: _____ Bank State: _____
Check Signer's Name: _____
Check Signer's Driver License #: _____ Driver License State: _____
Name or Company Name on Check: _____