



**phil winter's marketing communications**  
 3245 University Ave., Ste. 1-525 • San Diego, CA 92104  
 www.PracticeBrochure.com  
 emal. phil@philwinter.com  
 ph. 800-803-8832 • fax. 888-302-8832

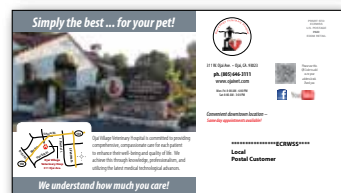
**17¢**  
**POSTAGE**

**CUSTOM DESIGN ORDER FORM**  
**Every Door Direct Mail**  
**Postcard**

<b>Postcard Every Door Direct Mail – Size 6½" x 11"</b>		Design Fee	Print 1000	Print 2000	Print 5000	Print 10,000
		\$199	<input type="checkbox"/> \$359	<input type="checkbox"/> \$559	<input type="checkbox"/> \$895	<input type="checkbox"/> \$1,595
<input type="checkbox"/> Welcome to Our Practice      Special offers (if any) to include on postcard <input type="checkbox"/> Dental Disease <input type="checkbox"/> Senior Care <input type="checkbox"/> Open House <input type="checkbox"/> Zoonotic/Parasite Alert <input type="checkbox"/> _____						

**How does it work?** You pick the neighborhoods\* you want to reach, and a Postal Service Letter Carrier distributes your **super-size practice postcard (6½"x11")** while delivering the day's mail. It's a powerful and cost-effective way to market to the new customers in your neighborhood.

- **INEXPENSIVE** – postage is about 17¢ per piece!
- **NO** – postage permit to purchase!
- **NO** – mailing list to purchase or rent!
- **NO** – addressing or labeling service fees!
- **FAST DELIVERY** – processed at your neighborhood Post Office!
- **SUPERSIZE (6½"x11")** – we can design a stunning **card with room to deliver a powerful message.**
- **DESIGN, PRINT & MAIL** – about 39¢ per postcard!



\* Use the **USPS Mapping Tool** to select the carrier routes in your neighborhood: [www.usps.com/eddm](http://www.usps.com/eddm)



**PRACTICE PICTURES & LOGO**

If you wish to include your logo and photos e-mail them to: [phil@philwinter.com](mailto:phil@philwinter.com)  
 For photos please send high resolution "jpg" files. Web-based "jpg" photos are low resolution and will not print well. For logo files we like to use "eps" or "ai" files. Questions?? – just ask us.

Practice Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Circle Credit Card Type: VISA M/C DISCOVER CVC#: \_\_\_\_\_

C.C. #: \_\_\_\_\_ exp date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Zip: \_\_\_\_\_

Phone #: (\_\_\_\_) \_\_\_\_\_ FAX #: \_\_\_\_\_

Website: \_\_\_\_\_

\* **DESIGN & PRINT TERMS:** We will design and print your EDDM postcard **with our special payment offer.** We will charge your credit card on the payment plan you choose. Shipping/handling charges will be billed to your credit card when your project is shipped. Your postcard design includes **two design revision proofs.** Each additional revision proof is \$39. Your postcard and your approval for printing must be completed within **90 DAYS OF ORDER DATE** or a \$99 extended project fee will apply. There is no refund if you do not complete your project. Projects not completed within 180 days are considered abandoned unless special arrangements have been made.

- TWO EQUAL MONTHLY PAYMENT** option with a \$29 payment processing fee.
- ONE PAYMENT WITH 2.5% PROJECT DISCOUNT**

**X** Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**FAX ORDER TO: 888-302-8832**

**DESIGN TEMPLATE & PRINTING:** We will send you a postcard design template for your pet health topic. From this template you can edit the copy and pictures if desired to meet your practice requirements.

**A Optional Design Services**

- Design location map - \$89
- Add QR-Code - \$18
- Rubber band bundle in sets of 100's - \$15.95/1000

- B Include Practice Logo**  YES  NO  
 Include AAHA Logo  YES  NO  
 Include Social Network Logo  YES  NO

circle your choice(s)

PLEASE EMAIL LOGO OR PHOTOS TO: [phil@philwinter.com](mailto:phil@philwinter.com)

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**PROOF APPROVAL NOTICE**

You will be sent a proof and approval form via email or USPS prior to job being sent to the printer.