



# PROMOTIONAL TOOLS ORDER FORM

Complete in its entirety and submit with your material.  
**Signature on back required.**

800-650-7888 • Fax: 308-237-0263  
e-mail: [publish@morrispublishing.com](mailto:publish@morrispublishing.com)

Shipping via carrier (UPS, FedEx), send to: 3212 E. Hwy. 30 • Kearney, NE 68847  
Shipping via Post Office, send to: P.O. Box 2110 • Kearney, NE 68848

For Office Use Only	
Order #	P- _____
	T- _____
Date rec'd	_____
Checked in by	_____
Date due	_____

2-09 web

## Publisher/Author

All correspondence will be sent to publisher unless otherwise noted.  
Proofs will be sent to this address by 2-day air service. Street address required.

Book Title \_\_\_\_\_  
 Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Daytime Phone (\_\_\_\_\_) \_\_\_\_\_  
 Home Phone (\_\_\_\_\_) \_\_\_\_\_  
 Cell (\_\_\_\_\_) \_\_\_\_\_  
 Fax (\_\_\_\_\_) \_\_\_\_\_  
 E-mail \_\_\_\_\_

Please supply billing and/or shipping address if different from above.

## Payment Method

For first half installment

Check or Money Order     Visa     MasterCard  
 Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
 Expires \_\_\_\_/\_\_\_\_    3-digit security code \_\_\_\_\_  
 (on back of card)  
 Cardholder Signature \_\_\_\_\_  
 Print Name \_\_\_\_\_  
 Cardholder's billing address and zip \_\_\_\_\_

**Nebraska Orders** check here if tax exempt. A form will be sent to you which must be completed and returned, or you will be required to pay sales tax on your order.

**MATERIAL SUBMITTED:**     Quark, Photoshop, Freehand, or Illustrator     PDF file     Requires layout/design assistance  
 Enclose hard copy if submitting digital files. Send artwork, text, instructions, etc., if design assistance is required. Design work is \$40/hour.

**POSTCARDS**    See pricing in *Publishing Guide* (page 5).  
 Sized at 4" x 6"    Qnty. \_\_\_\_\_     Match book cover design (layout will be altered to fit postcard)  
 1-color     2-color     3-color     Full-color    Specify ink color(s) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 Black ink, 2nd side .....  
 Lamination .....

Price

**BOOKMARKS**    See pricing in *Publishing Guide* (page 5).  
 Sized at 2" x 8"    Qnty. \_\_\_\_\_     Match book cover design (layout will be altered to fit bookmark)  
 1-color     2-color     3-color     Full-color    Specify ink color(s) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 Black ink, 2nd side .....  
 Lamination .....

**POSTERS**    See pricing in *Publishing Guide* (page 5).  
 Sized at 11" x 17"    Qnty. \_\_\_\_\_     Match book cover design (digital files should be 300 dpi at actual size)  
 1-color     2-color     3-color     Full-color    Specify ink color(s) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**BROCHURES**    See pricing in *Publishing Guide* (page 5).  
 Sized at 8 1/2" x 11"    Qnty. \_\_\_\_\_     Match book cover design (layout will be altered to fit brochure)  
 1-color     2-color     3-color     Full-color    Specify ink color(s) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 Black ink, 2nd side .....  
 Black ink + 1 additional ink, 2nd side: Specify 2nd ink color \_\_\_\_\_  
 Tri-fold     Half-fold

**SELL SHEETS**    See pricing in *Publishing Guide* (page 5).  
 Sized at 8 1/2" x 11"    Qnty. \_\_\_\_\_     Match book cover design (layout will be altered to fit sell sheet)  
 1-color     2-color     3-color     Full-color    Specify ink color(s) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 Black ink, 2nd side .....

**MISCELLANEOUS**    Other: \_\_\_\_\_  
 Other: \_\_\_\_\_

Read and sign Terms & Conditions on back side.

**TOTAL COST** \_\_\_\_\_

First payment is 50%; shipping & tax (if applicable) will be added to final payment.    **1st Payment Amount** \_\_\_\_\_

# TERMS & CONDITIONS

This order form must be signed and submitted with your promotional tools material.

## TERMS OF PROMOTIONAL TOOLS ORDER FORM

Morris Publishing, hereinafter referred to as the Company, agrees to print promotional tools in accordance with the information furnished on this order form. The publisher/author, hereinafter referred to as the Customer, agrees to furnish all necessary material to be printed for the Customer's promotional tools.

## MATERIAL

Sketches, artwork, copy, press sheets, and any other work created or furnished by the Company, shall remain the exclusive property of the Company. This work cannot be used, nor any ideas obtained from this work, without written permission and compensation of the Company. The Company holds the copyright on its stock photography and stock cover designs created by Company artists. Promotional tools material will be saved by the Company for five years.

## PRODUCTION

The Company assumes responsibility for scheduling and production after we receive all material. If your promotional tools order is placed with the book order, the promotional tools will be completed on the same schedule. Otherwise, the promotional tools will be completed in 25 business days from the day after we receive all material. However, the Company reserves the right to adjust production schedules due to heavy seasonal demands, shortages, strikes, fire, energy failure, equipment breakdown, supplier or carrier delays, or any other reasonable causes whatsoever. We can estimate but cannot promise or guarantee ship dates. Customer delays may alter final delivery date. Production time does not include shipping time.

## PROOF & CORRECTIONS

A proof will be submitted to the Customer with original copy. Corrections are to be made on this proof and signed by the customer. **All changes must be communicated in writing.** The Company cannot make adjustments to or be liable for the outcome at press if photographs or other screened artwork is submitted press-ready. The Company reserves the right to use its judgment on design if no definite instructions are given. The Company will endeavor to do its best to produce error-free promotional tools. However, either material submitted by the Customer or inadequate final proofing by the Customer may result in errors that are not the Company's fault. The Company is not responsible for errors under the following conditions: if the work is printed per Customer's OK; if the changes are communicated verbally; if the Customer failed to return the proof with corrections; or if the Customer instructed the Company to proceed without submission of a proof. **The Customer has final responsibility for proofing.** All errors, whether the Customer's or the Company's, will stand until a reprint. If there are subsequent printings, the Company's errors will be corrected at no charge. Customer changes at the time of reprint may carry an additional charge. **Note:** After the *Promotional Tools Order Form* has been received, the Company cannot guarantee changes to the submitted order form. **Color Proofs:** Due to differences in equipment, processing, paper, inks, and other conditions between color proofing and printing, a reasonable variation in color between proofs and completed job shall be acceptable.

## SHIPPING

The Customer pays for shipping cost, based on current freight rates. We do not ship C.O.D. Estimated shipping costs can be requested and are to be included with final payment, due before promotional tools are scheduled for shipment. Unless otherwise noted, costs are for a single shipment, without storage. Orders are shipped F.O.B. destination via U.P.S. or motor freight carrier. Allow 3-5 business days for delivery. The

Customer may request faster service (e.g., bus, air freight, etc.) for an extra charge. Orders to Alaska and Hawaii will be shipped Parcel Post (media mail) and require 3-6 weeks for delivery. Orders from outside the U.S.A. are not accepted. The Company is not responsible for misdirected packages or delays caused by the shipper. Defective promotional tools not due to shipping damage must be reported to the Company within 90 days of ship date. The Company reserves the right to repair, replace, or credit defective promotional tools. All shipments are insured with the carrier and any damage is the responsibility of the carrier, not the Company. Any visible damage must be noted on the delivery receipt before signing and reported to the carrier immediately. The Customer must save both the damaged goods and the carton(s) in which they were delivered for possible inspection by the carrier. **Note:** Concealed damage must be reported to the carrier within 7 days of delivery.

## PAYMENT

Billing for promotional tools is separate from billing for books. Please submit two checks if ordering both books and promotional tools at the same time. Half of the total printing bill for promotional tools will be due when the promotional material is submitted to the Company. The final half (including shipping costs and overrun/underrun charges) will be due before the promotional tools are scheduled for shipment. All accounts over 30 days will be considered overdue and will be charged 1.5% interest per month (18% per annum). If collection services are necessary to collect overdue accounts, the Customer is liable for any such fees incurred. All prices are based on payment in U.S. Currency. **Note:** As is customary in the printing trade, all orders are subject to a 10 percent overrun and underrun factor and will be shipped accordingly. Under no circumstances are the promotional tools to be returned without the Company's written approval. The Company reserves the right to dispose of the material if the order is not paid in full within one year of the completion date of order.

## CONDITIONS

This *Promotional Tools Order Form* is a binding contract between the Company and the Customer; no other statements or oral agreements are binding. Cancellations after this order form is received will still hold the Customer responsible for costs incurred by the Company concerning actual preparation and/or production on order. In the event of unusual Customer delay, the Company reserves the right to bill for work completed. The Company reserves the right to accept or reject all orders. If the Company's stock images are used, a copyright line will be inserted on the promotional tools.

## INDEMNIFICATION

The Customer shall indemnify and hold harmless the Company from any and all loss, cost, expense, and damages on account of any and all manner of claims, demands, actions, and proceedings that may be instituted against the Company on grounds alleging that the said printing violates any copyright or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights, except to the extent that the Company has contributed to the matter. The Customer agrees to, at the Customer's own expense, promptly defend and continue the defense of any such claim, demand, action, or proceeding that may be brought against the Company, provided that the Company shall promptly notify the Customer with respect thereto, and provided further that the Company shall give to the Customer such reasonable time as the exigencies of the situation may permit in which to undertake and continue the defense thereof.

## SIGNATURE REQUIRED

I have read the **Publishing Guide** and the terms above and authorize the Company to print promotional tools in accordance with the information furnished on this order form. (Parent or guardian must sign for authors 18 years old or younger).

Publisher/Author \_\_\_\_\_ Social Security # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Date \_\_\_\_\_

Signature Required

# PROMOTIONAL TOOLS



## \*POSTCARDS 4" x 6" on 10 pt. Coated 1 Side

	300	500	1000	2000	3000	4000	5000
1 color	\$120.75	\$124.25	\$134.65	\$157.25	\$182.25	\$208.30	\$232.50
2 color	209.15	212.70	223.45	252.90	281.25	310.75	340.35
3 color	297.55	301.15	315.60	348.50	380.35	413.15	446.20
Full-color	393.90	397.60	408.40	431.85	454.25	477.75	501.40
Black 2nd side, add	59.85	62.25	64.25	68.15	71.45	73.85	77.05
Laminate, add	18.15	30.25	60.50	121.00	181.50	242.00	302.50

## \*BOOKMARKS 2" x 8" on 10 pt. Coated 1 Side

	300	500	1000	2000	3000	4000	5000
1 color	\$117.45	\$118.85	\$122.45	\$131.25	\$138.65	\$147.95	\$157.25
2 color	205.85	207.30	210.80	219.35	228.35	240.40	252.45
3 color	294.25	295.70	299.25	309.25	321.05	334.45	347.90
Full-color	390.45	392.00	395.65	404.55	412.45	422.20	431.85
Black 2nd side, add	59.05	61.50	62.30	64.10	67.55	70.95	73.60
Laminate, add	8.90	14.80	29.60	59.20	88.75	118.35	147.95

## \*POSTERS 11" x 17" on 80# gloss

	300	500	1000	2000	3000	4000	5000
1 color	\$144.05	\$165.15	\$221.30	\$335.35	\$449.30	\$563.25	\$677.25
2 color	236.15	261.00	324.80	452.45	564.05	687.30	802.30
3 color	330.05	358.35	428.25	569.55	676.30	790.10	901.55
Full-color	418.10	438.95	490.20	594.40	698.65	802.65	909.05

## \*BROCHURES 8 1/2" x 11" on 80# gloss, folded

	300	500	1000	2000	3000	4000	5000
1 color	\$145.80	\$151.80	\$170.45	\$213.80	\$257.05	\$300.40	\$343.75
2 color	234.25	241.25	266.35	316.55	366.70	416.90	467.00
3 color	323.70	333.75	362.30	419.25	476.30	533.30	590.30
Full-color	419.05	425.20	444.05	481.80	519.55	557.25	595.00
Black 2nd side, add	69.80	69.85	72.20	83.15	94.10	105.00	115.95
Black +1 2nd side, add	168.20	168.30	173.05	194.90	216.80	238.60	260.50

## \*SELL SHEETS 8 1/2" x 11" on 80# gloss, unfolded

	300	500	1000	2000	3000	4000	5000
1 color	\$120.65	\$125.80	\$142.10	\$181.00	\$219.85	\$258.70	\$297.60
2 color	209.10	215.20	238.05	283.75	329.45	375.20	420.85
3 color	298.55	307.75	333.95	386.50	439.05	491.60	544.15
Full-color	393.90	399.20	415.75	449.00	482.30	515.55	548.85
Black 2nd side, add	69.80	69.85	72.20	83.15	94.10	105.00	115.95

## OVERRUN BOOK COVERS – either book size

25 covers	.....\$16.50	200 covers	.....\$55.00
50 covers	.....\$22.00	500 covers	.....\$110.00
75 covers	.....\$27.50	1000 covers	.....\$165.00
100 covers	.....\$33.00	2000 covers	.....\$220.00

## MISCELLANEOUS

Design work (for promotional material or web pages)	.....\$40/hour (\$20 min.)
Counter displays	.....\$2.00 each
Padded shipping envelopes	.....for 5 1/2" x 8 1/2" books...\$18/case of 25 envelopes
	.....for 8 1/2" x 11" books.....\$22/case of 25 envelopes

\*ALL prices are for press-ready material and do not include shipping charges.

Prices Effective 2/09

