

EXCLUSIVE FRANCHISE ORDER FORM

2012 YOUR NAME ALMANAC

This order gives us an **EXCLUSIVE FRANCHISE** on the 2012 edition of "YOUR NAME ALMANAC" in our line of business in _____

(city)

(state)

QUANTITIES AND CHARGES FOR SERVICES

TOTAL _____ **ALMANAC** copies. See price list on reverse side. (Minimum order 100)..... \$ _____
 Price includes printing your own title, name, address, telephone number, etc. on front cover.
 Trim size 5-5/8" x 8-5/8". (Complete the first box below as you want your imprint to appear on front cover)
 Less 5% discount on Almanacs if paid with order placed before September 1, 2011 \$ _____
SUBTOTAL \$ _____

ADDITIONAL ADVERTISING PAGES - If pages 2, 3 or 4 of cover are used for your advertising, add \$30.00 per page. (Please attach your copy.) The per page charge covers a maximum of 20 lines on each page. Additional lines will be charged at \$1.00 per line..... \$ _____

PREPARATION CHARGES for new camera-ready art, logos, drawings and sketches (furnished by customer) are \$ _____ a one time charge and usually do not exceed \$10.00 each. Photos are \$30.00 each. Customer changes in copy after initial setting are charged at actual cost.

ENVELOPES - White, open end, 6 X 9, with your printed return address Quantity _____ \$ _____
 Up to 250 -- \$45.00. Add \$20.00 for each additional one hundred. Fill in the envelopes return address imprint box below. (New orders: one-time typesetting charge \$15.00.)

HOLES - punched in the upper left corner. \$8.00 for each one hundred or portion thereof..... \$ _____

DISPLAY SET - Two attractive, wood grained counter display boxes and two, four-color window posters are available for \$10.00 per set. (One set is free to all customers ordering 1,000 or more Almanacs) _____ set(s) \$ _____

TOTAL..... \$ _____

ALL PRICES ARE F.O.B. LOUISVILLE, KENTUCKY (**Shipping charges will be invoiced after delivery.**)

SHIPPING - Quantities up to 2,500 Almanacs are shipped via UPS or FedEx. Larger quantities are shipped via best way.

FRONT COVER IMPRINT - Complete the imprint box below as you want your cover to appear or **initial** this box if you would like to use your same imprint from last year.

2012
(Title or Name) _____
ALMANAC
(Street or P.O. Box) _____ City _____ State _____ ZIP _____
Phone, Fax or other information which is to appear on cover _____

IF ORDERING ENVELOPES--Type or print the information you want as a return address to appear on your envelopes.

Name _____	Street or P.O. Box _____
City _____	State _____ ZIP _____

TERMS - Please check payment plan below

Accounts due NET 30 days after date of shipment. Check payment plan below. Subject to State or Federal Taxes, if any. Make all payments by check or money order payable to Lee Almanac Company, Inc.

- PAID IN FULL PLAN:** Payment received with orders before September 1, 2011, are allowed a 5% discount on Almanac prices listed on reverse side of this order form. (This discount cannot be used if other special discounts are taken and does NOT apply to advertising pages, envelopes, holes, etc.) Shipping charges are billed after delivery.
- OPEN ACCOUNT PLAN:** Accepted for previous year's customers in good standing. All prices F.O.B. Louisville, KY.
- DEPOSIT PLAN:** Pay 25% deposit with order. Balance due upon delivery of your order, plus shipping charges.

Purchaser (Company Name) _____ Date of Order _____
 Street _____ P.O. Box _____ PO Box Zip Code _____
 City _____ State _____ Zip Code _____
 Signed by _____ Phone: (____) _____ E-mail _____
 Name and Title (Please print) _____ FAX: (____) _____

PRICES AND SPECIAL INFORMATION

(See Order Form on Reverse Side)

FOR 2012 YOUR NAME ALMANAC

LEE ALMANAC COMPANY, INC.

P.O. Box 753 Louisville, Kentucky 40201

Phone: (812) 952-3386

FAX: (812) 952-0193 E-Mail: YourNameAlmanac@gmail.com

An Exclusive Franchise Is Waiting for You!

The "Your Name Almanac" is sold to one company in each line of business in your city on a first come, first served basis. The size of your order does not matter. If we receive your order first, you get the exclusive franchise. "Your Name Almanac" cannot be resold in any city or state without our written permission. Send your order today!

2012 ALMANAC PRICES INCLUDING FRONT PAGE TYPESETTING AND IMPRINT - ALL PRICES F.O.B. LOUISVILLE, KY.

100 Your Name Almanacs	\$148.00 (1.48 ea)	1,500 Your Name Almanacs	\$1,870.00 (1.25 ea)
250 Your Name Almanacs	\$366.00 (1.46 ea)	2,000 Your Name Almanacs	\$2,448.00 (1.22 ea)
500 Your Name Almanacs	\$714.00 (1.42 ea)	3,000 Your Name Almanacs	\$3,564.00 (1.18 ea)
750 Your Name Almanacs	\$.1,053.00 (1.40 ea)	4,000 Your Name Almanacs	\$4,608.00 (1.15 ea)
1,000 Your Name Almanacs	\$1,284.00 (1.28 ea)	5,000 Your Name Almanacs	\$5,580.00 (1.12 ea)

In between quantities charged proportionately -- **PRICES SUBJECT TO CHANGE WITHOUT NOTICE**



SPECIAL ORDERS

GROUP ORDERS -- Several like companies may combine their Almanac orders into one group order and receive a 10% discount from the regular selling price of each individual order's quantity of Almanacs. (This discount cannot be used in combination with other special discounts.) Each lot may be imprinted with a different front page. For each separate shipping destination, add \$10.00 each. If different copy is used on other advertising pages, add \$30.00 per page.

SPECIAL COVERS --(instead of regular 4 color subject on cover). Customer's own picture, such as the exterior of building, may be printed in black ink on a white enamel cover page. Camera-ready art, logos, photos, drawings, etc. must be furnished by customer. Customer will be advised of extra charges before printing.

A two color front cover, such as yellow background with black ink can also be used. All extra colors are flash color, not process color. Additional charges will be advised before printing. Write for full information.

INSERTS -- An extra 4 page insert may be used for advertising or editorial matter between the cover and body pages, or in the center, at a cost of \$475.00 extra for the first 1,000 copies or fraction thereof, and \$95.00 for each additional thousand. This price includes setting 4 pages of composition, printing, folding, and binding the 4-page insert.

ADVERTISING AGENCIES -- Write for full information.

"YOUR NAME ALMANAC" is not sold to Jobbers/Distributors nor on newsstands.

REFERENCES (If New Customer Desires Open Account Plan)

DUN & BRADSTREET _____ RATING

Bank with whom customer does business.

NAME _____

STREET _____ CITY _____ STATE _____

Firms from whom supplies are purchased. Give three references.

NAME _____

STREET _____ CITY _____ STATE _____

NAME _____

STREET _____ CITY _____ STATE _____

NAME _____

STREET _____ CITY _____ STATE _____

COMPLETE ORDER FORM ON REVERSE SIDE