

# Save Time and Money with New Leaf's Improved Flyer and Vendor Marketing Material Distribution Programs

Say goodbye to the high cost of shipping your marketing material to New Leaf and to the extra time spent going back and forth to the print shop—**We will print your flyers or other marketing material right here on site at one very reasonable price!**

Our new in-house printing plant allows you to send us copy electronically, and we take care of the rest. Because it's in-house, our printing costs are low, and we pass the savings on to you. This is a **high value** way of keeping our customer stores informed of your new and previously released books and other products. As you will see in our pricing lists, we offer many options to fit your needs! We also offer **design services**. Please contact [graphics@newleaf-dist.com](mailto:graphics@newleaf-dist.com) for price quote.

## How It All Works

### Flyer Distribution Program

Flyers are collated into packets of 10-12 according to the broad subject categories of metaphysical, conscious living, wellness, recordings, and sidelines. These packets are sent out daily in customer orders. They are sent only to customers who have opted in to receive them, so they are targeted to those interested in whatever category your book/product belongs.

<b>Program Fees</b> <i>(Includes printing and distribution)</i>	<b>Price per 1,000</b>
Full Color, single-sided	\$430
Full Color, front side, Black & White, back side	\$500
Full Color, double-sided	\$540
Black & White, single-sided	\$320
Black & White, double-sided	\$340
<b>Pre-Printed Flyers</b> - 1,000 pre-printed flyers included in distribution packets	\$150

**Additional Copies** – We can print additional overrun copies of your flyers and send them to you for your other needs. Additional copies must be ordered in increments of 100.

<b>Overrun Prices</b> <i>(includes shipping)</i>	<b>Price per 100</b>
Full Color, single-sided	\$38
Full Color, front side, Black & White, back side	\$45
Full Color, double-sided	\$49
Black & White, single-sided	\$27
Black & White, double-sided	\$29

## Vendor Marketing Materials Distribution Program

You can also save time and money on printing and distribution of other forms of marketing materials such as small catalogs and brochures. All flyers and marketing materials are printed from vendor supplied digital designs and files. We can also design your materials for you. Please contact [graphics@newleaf-dist.com](mailto:graphics@newleaf-dist.com) for price quote on our design services. This means you can work with us for one reasonable price.

If you simply wish us to distribute your pre-printed materials, **a sample must be submitted to the Flyers Coordinator for approval.** Once accepted and scheduled, we will need a minimum of 500 pieces and a maximum of 1,500 pieces for distribution.

**An advantage of this program over the Flyer program is that the items go out immediately upon receipt of materials and payment.**

- **Full Service VMM Pricing – (includes printing and distribution)**

<b>Flyers</b>	<b>(8.5" x 11")</b>	<b>Price per 500</b>
Full Color, single-sided		\$265
Full Color, front side, Black & White, back side		\$300
Full Color, double-sided		\$320
Black & White, single-sided		\$210
Black & White, double-sided		\$220

<b>Brochures</b>	<b>(8.5" x 11")</b>	<b>Price per 500</b>
<i>Bi-fold or Tri-fold only</i>		
Full Color, both sides		\$335
Full Color outside, Black & White inside		\$315
Black & White both sides		\$235

**Catalogs – Full color pricing only.**

<b>Digest Size</b>	<b>(5.5" x 8.5" standard, 8.375" x 10.875" trimmed )</b>	<b>Price per 500</b>
8 pages		\$650
12 pages		\$870
16 pages		\$1,090
24 pages		\$1,530

<b>Quarter-fold Size</b>	<b>(8.5" x 11" standard, 8.375" x 10.875" trimmed)</b>	<b>Price per 500</b>
8 pages		\$1,140
12 pages		\$1,580
16 pages		\$2,020
24 pages		\$2,900

- **Pre-Printed VMM Distribution Pricing**

<b>Material Type</b>	<b>Price per 500</b>
Brochures, flyers, catalog sheets, bookmarks (single sheet items)	\$125
Mini-catalogs (8-32 pages, digest size – 5.5” x 8.5”)	\$225
Catalogs (8-32 pages, quarter-fold size – 8.5” x 11”)	\$300

Catalogs that exceed the above size ranges may also be distributed in the program, however, they will incur a higher fee. Some catalogs may be deemed too large for distribution because the additional weight would measurably add to a customer’s shipping cost. Contact Flyers Coordinator at [flyers@newleaf-dist.com](mailto:flyers@newleaf-dist.com) for more information.

**Additional Copies** – We can print additional overrun copies of your marketing material and send them to you for your other needs. Overrun copies must be ordered in increments of 100.

- **Overrun Prices** – *(includes printing and shipping)*

<b>Flyers</b>	<b>(8.5” x 11”)</b>	<b>Price per 100</b>
<i>See overrun prices for Flyer Distribution Program above.</i>		

<b>Brochures</b>	<b>(8.5” x 11”)</b>	<b>Price per 100</b>
<i>Bi-fold or Tri-fold only</i>		
Full Color, both sides		\$52
Full Color outside, Black & White inside		\$48
Black & White both sides		\$32

**Catalogs** – *Full color pricing only.*

<b>Digest Size</b>	<b>(5.5” x 8.5” standard, 8.375” x 10.875” trimmed )</b>	<b>Price per 100</b>
8 pages		\$ 95
12 pages		\$139
16 pages		\$183
24 pages		\$158

<b>Quarter-fold Size</b>	<b>(8.5” x 11” standard, 8.375” x 10.875” trimmed)</b>	<b>Price per 100</b>
8 pages		\$153
12 pages		\$271
16 pages		\$359
24 pages		\$535

- **Flyer & Marketing Material Content Requirements**

1. Flyers and other marketing materials can include **only items distributed by New Leaf, and they must feature at least one new product**. It is recommended that no more than 10 products be included on any one side of a flyer. Do not include any special offers or promotions without prior approval from your buyer. Consult your buyer about special promotions offered by New Leaf.
2. Include the ISBN-13 or UPC and the retail price for all items included on your flyer. Books may include size and number of pages or other relevant information and recordings may include running time.
3. Flyers and other marketing materials distributed by New Leaf should not include any contact information other than New Leaf's order number "800-326-2665," fax number "800-326-1066," or web site [www.newleaf-dist.com](http://www.newleaf-dist.com). Vendor logo, company name, and web site may also appear on the flyers and other materials, but only in small type, and must not direct customers to the web site for deals and purchases. \*If you wish to order additional flyers for other uses, you may choose to exclude New Leaf references in your flyer.

- **General Eligibility, Submission, Payment and Distribution**

1. Vendor must have a new product picked up by New Leaf for distribution within the last six months and the flyer must primarily focus on the new product(s). The flyer may also include previous titles or products as long as the new products are more prominently featured.
2. **All flyers and other materials must be sent to the Flyers Coordinator for approval.** Please see *Flyer Content Requirements* and *Flyer Mechanical Specifications* sections for complete details. Please send PDF file for approval to [flyers@newleaf-dist.com](mailto:flyers@newleaf-dist.com)
3. Payment is due in full before flyers or other marketing materials can be printed and/or distributed. Contact Flyers Coordinator via email at [flyers@newleaf-dist.com](mailto:flyers@newleaf-dist.com) or call 770-948-7845 x3060 to arrange preferred payment method.
4. Once a flyer is approved and payment has been received by the Flyers Coordinator, it is printed and placed in the queue for distribution.
5. It generally takes about 6 to 8 weeks from approval and receipt of payment for the 1,000 flyers to be distributed depending on how many orders there are during any given period.

- **Pre-Printed Flyer Submission**

**Please do not print flyers prior to approval by New Leaf.** Once a flyer that is to be pre-printed is approved, it can then be printed and shipped to New Leaf along with payment.

Send 1,000 flyers to: **Flyer Department, New Leaf Distributing Company, 401 Thornton Road, Lithia Springs, GA 30122-1557.**

**Write "FLYERS" in big letters on the sides of the box,** so it comes directly to the Flyers Department. Pack flyers carefully to avoid flyers being damaged in transit. Bent or otherwise damaged flyers will not run in our collator and cannot be distributed.

- **Pre-Printed Flyer Mechanical Specifications**

**Flyers must be printed on text paper stock.** You may use 8.5" x 11" 24# - 32# bond or 60# - 80# coated or uncoated offset paper. Our collating equipment cannot handle other weights of paper. We cannot accept flyers printed on heavy (cover) stock or very thin stock (20# and lighter) for packet distribution because they will jam our equipment and delay processing.

- **Holiday Distribution Deadline**

**Pre-printed flyers must arrive in our distribution center no later than August 31** to ensure distribution during the holiday buying season (September through early December). Flyers to be printed by New Leaf need to be approved and paid for by this same date.

**NEW LEAF DISTRIBUTING COMPANY**  
**FLYER & VENDOR MARKETING MATERIAL DISTRIBUTION ORDER FORM**  
401 Thornton Road Lithia Springs, Georgia 30122-1557 · 770-948-7845 · Fax 770-944-2354

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**1. VENDOR INFORMATION**

All flyers or marketing items must be accompanied by an distribution order. We need one distribution order per flyer or marketing piece.

Advertiser/Vendor \_\_\_\_\_ Vendor Code \_\_\_\_\_ Org # \_\_\_\_\_

Description of material (optional): \_\_\_\_\_

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**2. FLYER DISTRIBUTION**     Please print 1,000 flyers for distribution as specified below.                       Pre-printed flyers supplied (distribution only)

Full Color, single-sided     Full Color, double-sided     Black & White, single-sided     Black & White, double-sided

Full Color, front side, Black & White, back side     Print \_\_\_\_\_ additional copies of the flyer (must be in increments of 100) and ship to:

\_\_\_\_\_ Flyer Distribution Package Amount \$ \_\_\_\_\_

\_\_\_\_\_ Additional Overrun Copies Amount \$ \_\_\_\_\_

\_\_\_\_\_ Total amount due: \$ \_\_\_\_\_

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**OR MARKETING MATERIAL DISTRIBUTION**     Please print \_\_\_\_\_ pieces for distribution .     Pre-printed materials supplied (distribution only)

**MARKETING MATERIAL TYPE:**                       Flyer                                       Bi-fold Brochure                                       Tri-fold Brochure

Catalog - Digest (5.5" x 8.5")     Catalog - Quarter-fold (8.5" x 11")     Other \_\_\_\_\_

Full Color, single-sided     Full Color, double-sided     Black & White, single-sided     Black & White, double-sided

Full Color, front side, Black & White, back side     Print \_\_\_\_\_ additional copies of the material (must be in increments of 100) and ship to:

\_\_\_\_\_ Flyer Distribution Package Amount \$ \_\_\_\_\_

\_\_\_\_\_ Additional Overrun Copies Amount \$ \_\_\_\_\_

\_\_\_\_\_ Total amount due: \$ \_\_\_\_\_

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**3. PAYMENT**

Check/Money Order enclosed.     Please issue a credit against my account. (requires pre-approval)     Co-op Contracts Attached.

Please charge my credit card:     VISA     MC Card #: \_\_\_\_\_ Exp.Date \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Cardholder signature: \_\_\_\_\_

Cardholder Billing Address: \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Who to call if we have questions \_\_\_\_\_ E-mail \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

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NOTICE: Distribution orders not paid in advance or within 15 days of invoicing will be credited against account.  
Please make photocopies of this Distribution Order for future use. Flyer & VMM Distribution Order Form also available at [www.newleafvendors.com](http://www.newleafvendors.com)