

ClinicallySignificantProductions.com

Ebay user name: DCMIMPALA

Email: Evrvothetweekend@aol.com

or

Info@ClinicallySignificantProductions.com

Please complete this form in its entirety and return via email. You can either save as a document and upload or cut and paste ALL of this text into your email program and send.

We cannot begin working on your kit until we have received payment & this completed form.

ADVERTISING KIT PERSONALIZATION AND RELEASE FORM:

Purchaser's Name:

Purchase Date:

Purchaser's Ebay ID:

Pay Pal Shipping Address:

Practice Personalization Information

(This information will be used EXACTLY as provided, so please check and double check all information. For any fields left blank, the missing information will NOT be used in any of your marketing templates)

Doctor Name to appear on letterhead etc:

Practice Name:

Practice Address:

Is this practice a Chiropractic Practice (or do you offer chiropractic services IN this practice?) Yes or No:

Practice Phone:

Practice Fax Number (will only be listed on letters to other provider templates, referral sheets/pads, patient documentation etc. This will NOT appear on general advertising):

Practice website:

Practice Email:

Email address that is checked frequently by the purchaser:

This email address will NOT be included in the advertising templates. This address will be used for communication for updates, questions, and concerns regarding your purchase.

Telephone Contact Number:

(Email is always our primary form of communication but please provide a telephone number where you can be reached during normal business hours for emergency purposes in the event you can't be reached via email after numerous attempts. If this is left blank we will use your practice phone number for any telephone contact should it be necessary)

Will you be submitting practice photos? (Yes or No):

Will these photos be submitted in the next 72 hours? (Yes or No):

Please use the space below for any additional information you feel you need to provide:

(Example: pronunciation assistance with difficult names, you might wish to provide specific directions to your practice or provide landmarks you want us to consider using. Examples: “Across from the new Mega Mall” or “On South Main Street 2 miles East of Route 66”. You might also consider putting together easy to follow and brief instructions to your practice from the North, South, East, and West. These work well in the customized DVD. We can put directions to your office at the end of the DVDs if you plan to use them as direct mail marketing to prospective patients.)

Please read and return via email with the rest of this document:

Permission and Release Form

I hereby acknowledge and agree that I have reviewed all of the contact information I have provided to ClinicallySignificantProductions.com. I have reviewed all information for accuracy and hereby declare that all information I have provided is free from error and exactly as I desire it to appear in advertising templates and all related documentation. I also declare that permission is granted to ClinicallySignificantProductions.com, its owners and staff (hereafter known as "the seller") to use any and all of my digital photos submitted to ClinicallySignificantProductions.com within the next 30 days. Photo rights extend ONLY to the templates and marketing materials I purchased and my photos can not and will not be distributed to any other parties or used for any other purposes. If submitting a photo or likeness of myself I grant permission to the seller to edit and use this photo in templates and documents designed for marketing of my practice. If I include photos of my staff I hereby declare that I have obtained permission of these staff members and a copy of this release. I understand that I am responsible for obtaining permission of my staff members to use their photos in any advertising. I hereby declare that I will obtain a signed release of any staff member prior to submitting their photo to ClinicallySignificantProductions.com and prior to running any advertising featuring their photo or likeness. I agree to obtain and keep on file, a signed copy of this release. I understand photos of patients or photos where patients are recognizable are prohibited and those submitted will be denied and deleted. I acknowledge that any and all photos submitted may be incorporated into my marketing kit and may ultimately be released and viewed by the public as advertising.

I understand that the materials I purchased are protected by copyright and may not be reformatted or redistributed for any other purpose than direct marketing of my practice and the services I offer.

I waive the right of prior approval and hereby release ClinicallySignificantProductions.com and its owners and staff from any and all claims for damages of any kind based on the use of the any of the information or marketing materials provided by them and any subsequent alternate version or derivative of these materials. I acknowledge that I must read and agree to the terms of use document included with my marketing materials before I begin using any of the materials.

Right to Revoke: You have the right to revoke this Release at any time by providing written notice of your revocation and submitting it to the seller. Please understand that revocation of this Release does not entitle the purchaser to any refund and does not affect any action the seller has taken in reliance on this Release before receiving your revocation.

By typing my name or initials below, sending this agreement to the seller, submitting my payment, and/or using the materials and information provided by the seller, I am acknowledging that I have read and understood the above Release and agree to all terms described

TYPE YOUR NAME HERE: _____

DETAILS FOR SUBMITTING DIGITAL PHOTOS

Why should I submit photos?

You don't have to, it makes no difference to us but if you want pictures of spinal decompression in your marketing templates, you should submit photos of your personal equipment. We can't openly and freely use a bunch of photos of a manufacturer's spinal decompression table equipment without their permission. If we use photos of YOUR equipment provided by you then it's not as much of a problem. In other words we can't take a bunch of VAX-D, Triton, or other table pictures and use them without the manufacturer's permission and rights. If you don't submit your own photos then your templates for brochures, postcards etc won't feature pictures of decompression equipment. What better way to personalize your advertising than to submit your OWN photos of your OWN equipment? After getting many requests from purchaser's of our Decompression DVD and PowerPoint files we KNEW we had to offer this option of a customized kit due to the huge demand!

The preferred format for photos is JPEG.

We can accept the following formats (which are listed in the order of preference from most preferred to least):

| | |
|-----------------------------------|--------------------------|
| JPEG Interchange Format | (* .jpg, * .jpeg) |
| Graphic Interchange Format | (* .gif) |
| PDF files | (* .pdf) |
| Portable Network Graphics | (* .png) |
| Windows Bitmap | (* .bmp) |
| Tagged image file format | (* .tif, .tiff) |

Make sure you email only photos that you want to see used and assume any and all photos could appear as you send them without editing. (We edit them as needed, but do NOT rely on us to edit out things you don't want to appear) If you don't want it to appear in advertising don't email us the photo.

Generally a one mega pixel digital camera produces photos that are just fine! Photo file sizes do NOT need to be huge. About 72 up to 96 dpi resolution is all that is needed for these photos to be used. Image sizes around 640 x 480 on the larger size are fine. Keep file sizes reasonable. Upload file sizes should be under 10 MB. We don't need 15 MB huge 10 mega pixel images!

CLEAN before you take your photos. You don't want that messy clutter on the bookshelf or the untidy exam room to appear in your material.

Watch your lighting etc. If the room is well lit you may not need flash. If you do use a flash watch for glare etc. Be aware of reflections visible in the photo etc. We can't be held responsible for photos you take, so please take your time and take your best photos.

Only send us your final selections. 10 to a maximum of 20 images are all we need. If we need more we'll email you. If you want to take pictures of your building etc. feel free and we will try to work them in but we can't guarantee we can use any given image.

Email photos to us and we will email you back a confirmation that we have received, downloaded and reviewed your photos. If you don't receive our confirmation email within 24 hours you should check with us.