

The *Estate Planning Studies and Briefs* program combines printed newsletters with electronic *Bulletins* to maximize your connection with professionals in your marketplace who are in a position to make valuable referrals to you.

Eight-page *Studies* are published in January, April, July and October.

Four-page *Briefs* are published in February, May, August and November.

Electronic *Bulletins* are published in March, June, September and December.

**Quantity and start date**

Please begin my subscription and start with the month of: \_\_\_\_\_

Quantity of newsletters per month: \_\_\_\_\_

**Ordered by**

\_\_\_\_\_ Date

\_\_\_\_\_ Name Title

\_\_\_\_\_ Company

\_\_\_\_\_ Street Address (UPS will not deliver to P.O. Boxes.)

\_\_\_\_\_ City State Zip

\_\_\_\_\_ Phone Number FAX Number

\_\_\_\_\_ E-mail Signature

**Your newsletter imprint instructions**

Imprint newsletter with same imprint used on other publication(s) that the Merrill Anderson Company prepares for us:

\_\_\_\_\_  
(Please specify title or enclose sample.)

I'm sending a digital file of our logo.

Enclosed is copy to be typeset for the front and back covers.

Size of imprint live areas:

Front: 3 5/16" wide x 2 1/16" high Back: 6 5/16" wide x 3 3/16" high

**Exclusive geographic area request** List area on line below.

**Mailing service**

Merrill Anderson will be happy to handle the mailing of your newsletters. Our rates are very reasonable for small and large quantities.

Because there are several variables involved with every mailing, please call us for a price quote based on your exact specifications.

I would like Merrill Anderson to handle the mailing of the newsletters.

Please call me for the necessary information to get started.

(See other side.)

**Pricing**

Prices are based on the total quantity ordered per issue and include imprints on the front and back.

Quantity	Price per quarter
50	\$ 182
100	257
150	327
200	399
300	542
400	672
500	792
600	909
700	1,025
800	1,117
900	1,210
1,000	1,304
2,000	2,231
3,000	3,156
Each add'l 100	92

Shipping charges are additional.

Please send us your logo in one of the following formats:

- High-resolution 300 ppi eps file (preferably in Adobe Illustrator format).
- High-resolution tiff images.

There is an additional \$100 charge to cover start-up costs. This imprint will be kept on file and used each month for your newsletter.

**Contract:** No contract is required.

We do require 60 days' notice to cancel your subscription. Billing will be on a quarterly basis.

**MERRILL ANDERSON**

*Financial Marketing Communications*

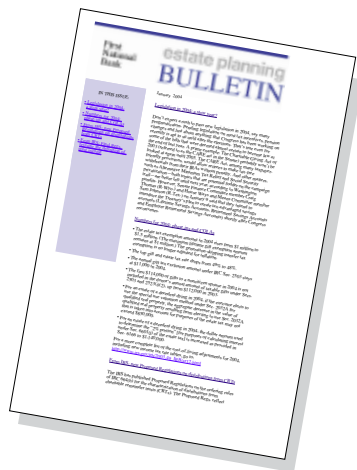
The Merrill Anderson Company, Inc.  
1166 Barnum Avenue  
Stratford, Connecticut 06614-5402  
(203) 377-4996 • FAX (203) 378-0122  
E-mail: cust.serv@merrillanderson.com  
www.merrillanderson.com

**E-mail service**

Let Merrill Anderson send out the e-mail *Estate Planning Bulletins* for you. Simply supply us with your readers' e-mail addresses, and we will do the rest. The message will be created showing you as the sender, and all replies will go directly to you. Our fees for this service are listed here and include your logo and custom message in each *Bulletin*.

I would like Merrill Anderson to handle the sending of our e-mail *Bulletins*. Please call me for the information necessary to get started.

E-mail Quantity	Price per <i>Bulletin</i> issue
0-200	\$25
201-1000	\$50
1001-3000	\$75

**Custom program binders**

Increase the exposure of your sponsorship of *Estate Planning Studies and Briefs* in professionals' offices by providing them with binders to save their copies of the newsletters for future reference.

The high-quality, three-ring binders are produced in your choice of colors, with the name of the program and your bank prominently displayed on the cover and spine. Each binder comes with a two-piece tab set for organizing the *Studies* and the *Briefs*. Minimum: 100 binders.

Price per Binder	
100	\$8 each
200	\$7 each
500	\$6 each

Add'l binders \$5 each.  
Plus a \$50 set-up fee.

**MERRILL ANDERSON***Financial Marketing Communications*

The Merrill Anderson Company, Inc.  
1166 Barnum Avenue  
Stratford, Connecticut 06614-5402  
(203) 377-4996 • FAX (203) 378-0122  
E-mail: [cust.serv@merrillanderson.com](mailto:cust.serv@merrillanderson.com)  
[www.merrillanderson.com](http://www.merrillanderson.com)