

American Heart Association Health Education

Basic Customization Pricing

Valid through 12/31/20

Pricing covers basic customization options, i.e. modifying a cover by adding a logo or incorporating a color. It does not include edits, revisions or new content on interior pages. Further customization requires collaboration with StayWell and the American Heart Association National Center and requires a unique price quote. For information about customization and price quotes, please e-mail: emccarthy@staywell.com.

Format: Standard AHA "slim jim" brochure

Specs: 4" x 8.375" (finished size); inks: 4-color process; saddle-stitch; 60# stock

Purchase of 25,000+ qty include complimentary 12-month DigiReach digital companion brochure

Page Count	16 pages		20 pages		24 pages		28 pages	
Quantity	Per Unit	Total	Per Unit	Total	Per Unit	Total	Per Unit	Total
5,000	\$1.75	\$8,750.00	\$1.96	\$9,796.30	\$2.22	\$11,120.00	\$2.36	\$11,824.00
10,000	\$1.19	\$11,886.36	\$1.37	\$13,724.00	\$1.51	\$15,108.00	\$1.66	\$16,556.00
25,000	\$0.48	\$12,008.57	\$0.59	\$14,860.00	\$0.71	\$17,777.14	\$0.79	\$19,847.50
50,000	\$0.35	\$17,605.71	\$0.43	\$21,437.50	\$0.52	\$25,917.14	\$0.59	\$29,555.00
75,000	\$0.30	\$22,385.71	\$0.36	\$27,337.50	\$0.44	\$33,171.43	\$0.50	\$37,717.50
100,000	\$0.27	\$27,394.29	\$0.33	\$33,082.50	\$0.40	\$40,331.43	\$0.45	\$44,880.00
250,000	\$0.22	\$55,325.71	\$0.27	\$68,350.00	\$0.31	\$77,931.43	\$0.33	\$83,032.50
500,000	\$0.19	\$97,188.57	\$0.25	\$123,447.50	\$0.28	\$142,091.43	\$0.30	\$150,032.50

Format: Standard AHA Brochure

Specs: 5.375" x 8.375" (finished size); inks: 4-color process; saddle-stitch; 60# stock

Purchase of 25,000+ qty include complimentary 12-month DigiReach digital companion brochure

Page Count	28 pages		36 pages		60 pages	
Quantity	Per Unit	Total	Per Unit	Total	Per Unit	Total
5,000	\$2.88	\$14,400.00	\$3.21	\$16,059.09	\$4.62	\$23,109.09
10,000	\$2.06	\$20,618.18	\$2.06	\$20,572.00	\$2.99	\$29,857.69
25,000	\$1.01	\$25,348.57	\$1.06	\$26,554.05	\$1.55	\$38,808.11
50,000	\$0.70	\$34,982.86	\$0.77	\$38,583.78	\$1.16	\$58,243.24
75,000	\$0.60	\$44,971.43	\$0.65	\$48,937.84	\$1.00	\$74,824.32
100,000	\$0.54	\$54,497.14	\$0.59	\$59,291.89	\$0.91	\$91,400.00
250,000	\$0.43	\$108,137.14	\$0.48	\$118,981.08	\$0.74	\$186,048.65
500,000	\$0.39	\$193,294.29	\$0.43	\$216,505.41	\$0.69	\$345,302.70

Incorporate your brand into materials that can be used across your enterprise.

Listed prices include logo imprinting and custom color branding
(Further customization must be approved by the American Heart Association).

Customization is a great way to:

Promote your brand

Understanding and controlling your cholesterol

YOUR LOGO HERE

YOUR LOGO HERE

American Heart Association

For heart- or risk-related information, call 1-800-AHA-USA1 (1-800-242-8721) or contact your nearest office. You also can get more information online at americanheart.org.

For stroke information, call our American Stroke Association at 1-888-4-STROKE (1-888-478-7633) or visit StrokeAssociation.org. For information on life after stroke, call and ask for the Stroke Family Support Network.

This booklet contains general health information and is not a substitute for professional health care. You should consult an appropriate health care professional for specific medical advice. Some treatments mentioned in this booklet may be covered by your health care coverage plan. Please ask your physician for more information about coverage.

The statistics in this brochure were up to date at publication. For the latest statistics, see the Heart Disease and Stroke Statistics Update at www.heart.org/statistics.

© 2004 United Therapeutic Services, Inc.

Insurance coverage is provided by or through United HealthCare Insurance Company or its affiliate. Administrative services provided by United HealthCare Insurance Company, United HealthCare Services, Inc. or its affiliate.

National Center
3722 Greenview Avenue
Dallas, Texas 75221-4596

1-800-242-8721

Endorse your next charity walk

Walking for a Healthy Heart

YOUR LOGO HERE

YOUR LOGO HERE

American Heart Association

For heart- or risk-related information, call the American Heart Association at 1-800-AHA-USA1 (1-800-242-8721) or visit heart.org.

For stroke information, call our American Stroke Association at 1-888-4-STROKE (1-888-478-7633) or visit stroke.org. For information on life after stroke, call and ask for the Stroke Family Support Network.

The statistics in this brochure were up to date at publication. For the latest statistics, see the Heart Disease and Stroke Statistics Update at heart.org/statistics.

American Heart Association

National Center
3722 Greenview Avenue
Dallas, Texas 75221-4596

© Copyright 2004 American Heart Association, Inc., a 501(c)(3) not-for-profit, all rights reserved. Unauthorized use prohibited.

STAYWELL
Published and distributed by
The American Heart Association
1-800-242-8721
www.americanheart.org

Kick off a healthy eating challenge

Heart-Healthy Snacks

YOUR LOGO HERE

American Heart Association

For heart- or risk-related information, call the American Heart Association at 1-800-AHA-USA1 (1-800-242-8721) or visit heart.org.

For stroke information, call our American Stroke Association at 1-888-4-STROKE (1-888-478-7633) or visit stroke.org. For information on life after stroke, call and ask for the Stroke Family Support Network.

The statistics in this brochure were up to date at publication. For the latest statistics, see the Heart Disease and Stroke Statistics Update at heart.org/statistics.

American Heart Association

National Center
3722 Greenview Avenue
Dallas, Texas 75221-4596

© Copyright 2004 American Heart Association, Inc., a 501(c)(3) not-for-profit, all rights reserved. Unauthorized use prohibited.

STAYWELL
Published and distributed by
The American Heart Association
1-800-242-8721
www.americanheart.org

Support important lifestyle changes

Quit Smoking For Good

YOUR LOGO HERE

American Heart Association

For heart- or risk-related information, call the American Heart Association at 1-800-AHA-USA1 (1-800-242-8721) or visit heart.org.

For stroke information, call our American Stroke Association at 1-888-4-STROKE (1-888-478-7633) or visit stroke.org. For information on life after stroke, call and ask for the Stroke Family Support Network.

The statistics in this brochure were up to date at publication. For the latest statistics, see the Heart Disease and Stroke Statistics Update at heart.org/statistics.

American Heart Association

National Center
3722 Greenview Avenue
Dallas, Texas 75221-4596

© Copyright 2004 American Heart Association, Inc., a 501(c)(3) not-for-profit, all rights reserved. Unauthorized use prohibited.

STAYWELL
Published and distributed by
The American Heart Association
1-800-242-8721
www.americanheart.org

Be a resource in times of crisis

Warning Signs of a Stroke

YOUR LOGO HERE

American Heart Association

For heart- or risk-related information, call the American Heart Association at 1-800-AHA-USA1 (1-800-242-8721) or visit heart.org.

For stroke information, call our American Stroke Association at 1-888-4-STROKE (1-888-478-7633) or visit stroke.org. For information on life after stroke, call and ask for the Stroke Family Support Network.

The statistics in this brochure were up to date at publication. For the latest statistics, see the Heart Disease and Stroke Statistics Update at heart.org/statistics.

American Heart Association

National Center
3722 Greenview Avenue
Dallas, Texas 75221-4596

© Copyright 2004 American Heart Association, Inc., a 501(c)(3) not-for-profit, all rights reserved. Unauthorized use prohibited.

STAYWELL
Published and distributed by
The American Heart Association
1-800-242-8721
www.americanheart.org