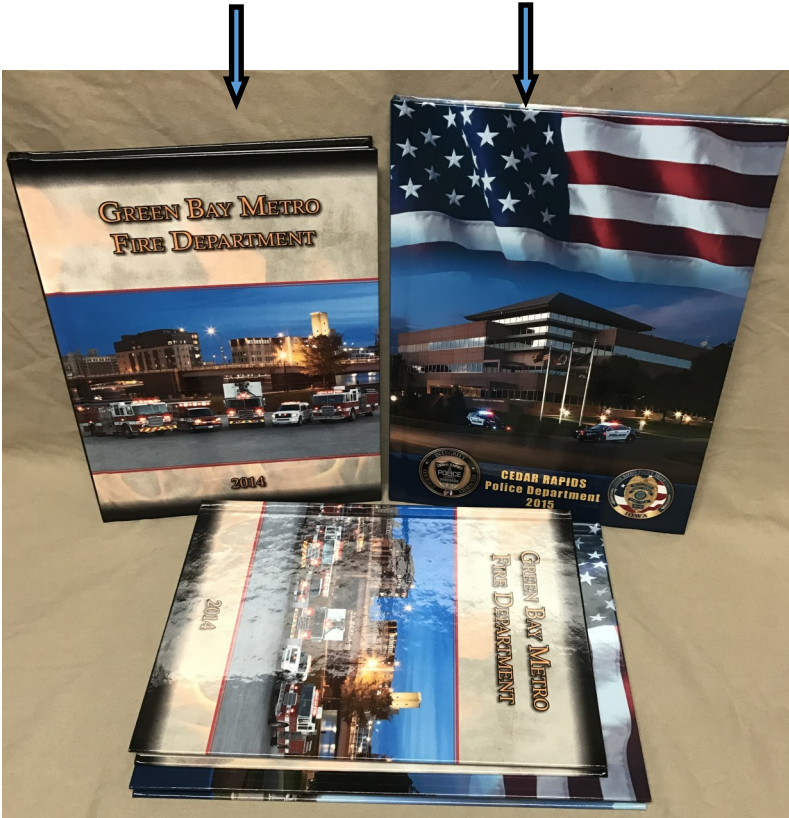


You're given the choice of 3 different book styles to choose from. Standard Heritage Album, Upgraded Heritage Album and Premium Heritage Album. Pricing on each is outlined on your Heritage Album Agreement. Below we've explained the differences in each style to help you determine what you may want for your agency's Heritage Album.

### STANDARD OR UPGRADED VERSION?

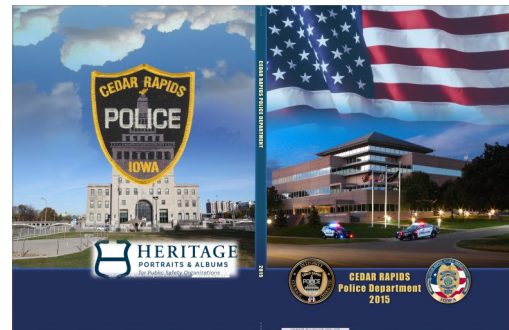


There is very little difference in these two versions. Both come with full color printed laminated covers, 100 pages of miscellaneous content, full color Smyth sewn pages, full color printing is available on both front and back of the Album. The only difference would be the actual size of the printed book. Standard version is 8 1/2" x 11" and Upgraded version is 9" x 12". There are **NO MINIMUM SALES REQUIREMENTS FOR EITHER VERSION.**

FYI—90% of departments will choose one of these two styles because they are more modern looking, colorful and so much more can be done on both the front and back of your cover to be specifically tailored for your agency.

Back Cover

Front Cover



### PREMIUM VERSION



Some departments still prefer the old traditional type embossed cover. This style book comes with a stamped foil front and spine on a leatherette type material of the color of your choice. No stamping on the back covers. This style book **REQUIRES A MINIMUM PURCHASE GUARANTEE OF 100 BOOKS SOLD** without the department incurring any additional expense for us to produce.

This version is printed in 9" x 12", comes with 100 pages of miscellaneous content and full color Smyth sewn pages.

### IT'S YOUR CHOICE

Please let us know what style book you prefer

Standard....Upgraded....Premium?

Your Marketing Rep will be glad to assist you in making the right choice for your agency.

*Rusty Rice*

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