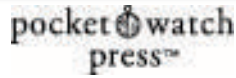


DOWN SYNDROME AFFILIATES IN ACTION



VIP Program

BENEFITS TO DSAIA MEMBER ORGANIZATIONS:

Through a partnership with Pocket Watch Press, DSAIA now makes it possible for your organization to order quality literature at an affordable price.

- Quality literature pieces designed specifically for your target audience
- Price per unit dropping from \$2.00 as more members place orders
- Delivery in approximately 3-4 weeks from order deadline
- **Inclusion Practices** is the first in a series of publications to be offered
- More publications to come in the future

Each time your organization purchases literature, you pay premium prices because you are not qualifying for quantity discounts. Now, DSAIA is teaming up with Pocket Watch Press to make quality literature affordable.

The first offering will be a new brochure on inclusion, written and designed by professionals specifically for this VIP Program and reviewed by experts in the field. The brochure is targeted at the parents of children with Down syndrome from kindergarten through transition programs and provides an overview of the rights of their children within the public education system.

If DSAIA members work together by ordering by December 16, 2011, the unit price of this important and timely brochure will drop dramatically, even when groups purchase modest quantities.

This offer is a quantity discount program where the amount of the discount is dependent on the size of the total printing order. The progression of the discounts—and the clear savings to be enjoyed by DSAIA members—are shown in the table below:

Quantity	Unit Price
2,000	\$ 2.40
4,000	\$ 1.34
5,000	\$ 1.12
10,000	\$.68
15,000	\$.53
20,000	\$.45

Frequently Asked Questions

How does the order process work?

Pocket Watch Press will accept orders from DSAIA members until December 16, 2011. Organizations are asked to submit the number of brochures they wish to order and the price limit (per brochure) that will fit their budget.

How and when will we know what our final price will be?

The total number of brochures ordered by December 16, 2011 will be used to calculate a final price. Assuming the cost is at or below the price your group submitted, you will then be asked to simply confirm your order. Organizations that targeted a lower price will be offered the option of purchasing brochures at the stated price or cancelling their order.

What is the current "cost-per-piece"?

Due to early committals, the unit cost is already close to \$2.00. That is lower than what most DSAIA members would have to pay for products of this nature in the quantities they typically order.

How do we place an order?

You may place your order via email to pocketwatch@aeromotormarketing.com. Please indicate the number of brochures you would like to order. Use the table on the front to define the unit price you would prefer to pay. Please provide your name, the name of your organization, address, and phone number in the email.

About Inclusion Practices

Inclusion Practices is a new brochure by Pocket Watch Press created specifically for the DSAIA literature program. It has been created by award-winning, professional writers and designers. The content has been reviewed by leading professional from throughout the disability community including Joan Medlen and Michael Remus. The brochure is targeted at the parents of children with Down syndrome from kindergarten through transition programs and provides an overview of the rights of their children within the public education system.

A pdf of the brochure can be downloaded [here](#) for viewing. A review will reveal that references to additional resources will be provided via a dedicated website created and maintained by Pocket Watch Press. This is to ensure that information will always be up-to-date. This brochure is the first in a series of similar publications. A piece on adult health care is nearing completion while a brochure of people-first language will follow soon after.