

## Compounding Reference (Content Only) for Website - Order Form and Contract

Please complete and fax to 888-270-8878. Call Storey Marketing at 800-270-8878 with any questions. **Thank you for your order!**

Pharmacy: \_\_\_\_\_ City, State/Province \_\_\_\_\_

Contact person: \_\_\_\_\_ Email for contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax for contact person: \_\_\_\_\_

What is the name of the company that is designing your website? \_\_\_\_\_

### Compounding Reference is offered in your choice of versions:

- 1) **Hosted Content** which integrates spontaneously when your website is opened. Hosted Content is regularly updated (content modified, articles added or deleted) by Storey Marketing. This is our MOST POPULAR CHOICE because it offers the **advantage of providing immediate changes** to this content in response to new studies or regulatory matters. These changes are NOT compiled for sale or any other purpose, or sold or provided in any manner for use in updating Fixed Content (see below).
- 2) **Fixed/Static Content** as HTML files which can be incorporated into your website as you desire and modified by you or your designer to discuss topics specific to your pharmacy. The content remains the same unless you modify it— changes made to the Hosted Content will not automatically be made to Fixed Content on your website. The disadvantage of this option is that it is difficult for most clients to regularly do the research, writing, and coordinate the updates that are needed to keep this content current.

**Investment for either version of the Compounding Reference is \$1795.00.**

**Check here to include the OPTIONAL Sterile Compounding section for \$175.00 additional.**

**Please indicate how you would like the Compounding Reference provided (either option is sent via email):**

**Links to hosted content.** This option requires insertion of snippets of code and creation of an “i-frame” (specs will be provided) on your website to accept the content, by the pharmacy’s website designer, at the pharmacy’s expense.

Hosted content is updated as deemed prudent by Patricia L. Storey, R.Ph. This service is free of charge for the first 6 months. Then, the pharmacy will be invoiced for regularly updated hosted content on an annual basis (first year renewal fee is \$399). If payment is not received by the due date of the invoice, Storey Marketing will cease to provide changes to the hosted content and at Storey Marketing’s option, will either

- 1) maintain the content which was current on the due date of the invoice or
- 2) provide the content as was current on the last day of the covered term, as files or links which can be added to the pharmacy’s website at the pharmacy’s expense.

**Fixed/Static Content as HTML files**, which you can incorporate into your website and you or your designer can modify to customize your message at your expense. If you are not hosting with netStride, we need to know if your hosting company’s platform/server is Apache or Windows (circle), and if Windows, what version? \_\_\_\_\_

Should you desire to switch from fixed content to hosted content within the first year, your website will need to be modified at your expense to accommodate the hosted content (i-frame and html code). In addition, you will need to pay the \$399 annual fee for this service when we provide the snippets of code. In you wish to switch after one year from the date of this contract, additional fees will apply based on the current cost of the hosted content.

### Terms:

The undersigned is an authorized representative of the above designated pharmacy, and agrees to indemnify and hold harmless Patricia L. Storey, Storey Marketing, and any employee or representative of Storey Marketing, for any liability, judgments, settlements, costs, or expenses which are incurred as a direct or indirect result of this content. It is further understood that the “compounding content” is for the online use of the above pharmacy only, and may not be used for any other purpose, and can not be shared with or sold to any other entity, as such actions would be a violation of copyright laws and subject to monetary penalties.

**Furthermore, the undersigned will inform the pharmacy’s website designer, and all future designers, that this information is proprietary and copyrighted and can not be shared with other clients.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Payment of \$1795.00 (plus additional \$175 if purchasing optional Sterile Compounding section) is by VISA or Mastercard:

Cardholder name: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Authorized signature: \_\_\_\_\_