



Television Commercial Order Form

- Reach abortion-vulnerable clients in your local area.*
- Personalize your commercial with your center's name and/or URL.*
- Reach thousands of viewers through your local broadcast!*
- Option Line consultants will direct callers to your center.*

Name _____	Date _____
Organization _____	Phone _____
Address _____	City, State, Zip _____
E-mail Address _____	Web Site _____
Visa/Master Card _____	Expiration Date _____

Rev. 4.7.04	ITEM #	DESCRIPTION	UNIT PRICE		QTY	TOTAL PRICE
			AFFILIATE	NON-AFFILIATE		
	30OLCOM-1	Option Line Commercial—Beta SP Copy <i>Includes tagline "Sponsored by Heartbeat International"</i>	\$50.00	\$100.00		
	30OLCOM-2	Option Line Commercial—Personalized Beta SP Copy <i>Can include your center name and/or Web address (URL)</i>	\$150.00	\$200.00		
		Personalized tagline: _____				
		Additional personalized copies	\$50.00	\$50.00		
	30OLCOM-3	Option Line Commercial—VHS Copy <i>Includes tagline "Sponsored by Heartbeat International"</i>	\$25.00	\$25.00		

NOTE: If you plan on airing a commercial, please refer to the Option Line Web site (www.optionline.org) to make sure your center's information is correct (click on "Find a Center"). If it is not correct, please contact Option Line before airing your commercial.

Please complete form, in its entirety, and mail or fax it to the Heartbeat International office:

**665 East Dublin-Granville Rd, Suite 440
Columbus, OH 43229-3245
614-885-7577 Fax: 614-885-8746**

SUBTOTAL:	
Shipping and Handling: (10% of subtotal, \$3 minimum)	
TOTAL:	

PLEASE READ AND SIGN BELOW: *This video/commercial and its contents are copyrighted to Heartbeat International, Inc. and Care Net and has been produced in an effort to reach callers in need and connect them to Option Line and the local pregnancy center. A center may request that Heartbeat "personalize" the tag line in this commercial to reflect the center's name or Web site address (URL). The Option Line number, 1-800-395-HELP, is the only telephone number that may be shown or heard during the commercial. This limitation applies to any and all end-tag alterations. A center that purchases this video/commercial has the right to broadcast this video/commercial, but does not have the right to reproduce or copy this video in any manner. Any additional copies may be purchased through Heartbeat International, Inc. (see above).*

I Agree to these Terms for Use of this Commercial: _____ Date: _____