

**Sponsorship Proposal for**

**MEAD JOHNSON & COMPANY, LLC.**

**Prepared by**

**QUALITY MEDICAL PUBLISHING, INC.**

**7/16/18**

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## **OVERVIEW**

Quality Medical Publishing, Inc. (QMP) is pleased to present Mead Johnson & Company, LLC. (hereinafter, "MJ") with a sponsorship proposal to support the new edition of *Clinical Handbook of Pediatric Gastroenterology* (the "work"). The following proposal provides specifications for Work, the services provided by QMP, and the benefits that Mead Johnson will receive. It also includes production milestones, itemized costs, and payment terms. It would be a pleasure to work with Mead Johnson on this new edition.

## **SPECIFICATIONS:**

**Trim Size:** 5 x 7  
**Cover:** softcover  
**Color:** Black and white throughout  
**Pages:** 500 pages (including front and end matter)  
**Illustration:** 12-20 images  
**Quantity:** 1,250 print copies  
**Publication Date:** By October 14, 2019  
**Copyright Date:** 2020

## **PUBLICATION SERVICES PROVIDED BY QMP:**

- Organization, coordination, and implementation of project development
- Editorial consultation with Editor(s)/Contributors throughout the publication process
- Coordination and follow-up with Editor(s) and Contributors to secure missing items
- Coordination of photography and illustration program (*if needed*)
- Assembly of affiliation, copyright, and permission information
- Custom cover and internal design
- Manuscript review and processing
- Editing
- Lithography
- Typesetting, layout, and composition
- Proofreading and Indexing
- Page Proof for review by Editor(s) and Contributors
- Paper/printing/binding/packaging
- Creation of electronic version
- All services above relate to the work in English

## **BENEFITS TO MJ:**

- Translation rights to the Work. The Work's copyright will be held by APGNN who grant MJ exclusive rights to translate the Work into any languages other than English and to print, copy, and distribute such translated versions in hard copy and/or electronic form, all at MJ's own expense. MJ can either work directly with QMP or a different company to produce the translated version of the new edition.
- The electronic version of the Work will be available within 4 months after the hard copy of the book is released. APGNN has been granted by QMP the exclusive rights to market, distribute, sell, and license the electronic version of the Work in English. APGNN hereby grants to MJ the nonexclusive right to link to the electronic version from any websites maintained by MJ. There is no limit to the number of websites that MJ can link to. APGNN hereby grants to MJ the right to link to such.

- 1,000 copies of the print version of the Work delivered to APGNN and 250 copies of the print version delivered to MJ for MJ to distribute to health care professionals as determined by MJ.
- Acknowledgement of MJ's sponsorship will be printed on the front cover as well as in the front of each copy of each translation of the book and on the first page of each copy of each translation of the electronic version of the Work. No copy of any translation of any form of the Work will bear an acknowledgement, company name, product name or logo of any other infant formula manufacturer. The MJ logo placement will be approved by both APGNN and MJ. MJ will provide QMP with artwork for logos of MJ and of Mead Johnson Pediatric Nutrition Institute (MJPNI).

#### **RESPONSIBILITIES:**

APGNN shall have sole ownership of the Work and shall have sole control over and responsibility for the content of the Work. APGNN shall defend and indemnify MJ against any claim by a third party for any personal injury, property damage or intellectual property infringement arising out of the content of the Work.

Except as provided in the preceding paragraph, no party to this agreement shall have any liability to any other party to this agreement under any circumstances for any consequential, special, punitive or indirect damages of any kind, including but not limited to lost profits or lost opportunities.

APGNN shall make available on their website the printed and electronic versions of the Work to any health care professionals at a price less than \$100 per copy throughout the term of this agreement.

#### **BOOK PRODUCTION MILESTONES:**

The following milestones must be met in order to ensure delivery by the specified deadline:

- Sponsorship Agreement Signed by August 10, 2018
- Manuscripts Submitted to QMP by February 1, 2019
- Approved Manuscripts by June 3, 2019
- Manuscripts to Production (Processing/Editing/Layout) June 4, 2019 – August 5, 2019
- Cover Design Submitted for Approval by August 19, 2019
- All Corrections/Final Sign Off by APGNN, Authors, & Editors by August 23, 2019
- Final Review, Revision, Proofing, & Indexing August 26 – September 16
- Disk to Printer September 19, 2019
- Publication & Delivery to APGNN October 14, 2019

#### SCHEDULING CONSIDERATIONS:

QMP is prepared to meet the October 14, 2019 deadline so that the book is available in time for the 2019 APGNN Annual Meeting. We have allocated the manpower necessary and secured the production schedules to ensure a timely turnaround. QMP is also prepared to guarantee our portion will be completed on time, on budget, and with the high quality that is expected. However, there are *some processes that are outside of QMP's control* that we cannot be held accountable for, such as the failure to deliver the completed manuscripts, APGNN/Author/Editor sign-offs, as well as any extraordinary changes made in page proofs and additions (by the authors or by other reviewers) which delay production.

#### QUOTATION:

ITEMIZATION OF COSTS	
Description	Price
Processing/preproduction preparation of manuscripts	\$4,000
Editing	\$12,000
Typesetting/Layout /Composition	\$14,000
Lithography	\$150
Indexing	\$600
Production	\$5,000
Proofreading	\$1,000
Conversion of Print Book to eVersion	\$2,000
Printing & Binding	\$4,800
Subtotal:	\$43,550
5% Discount	-\$2,180
Total:	\$41,370

#### PAYMENT TERMS:

**Initial Payment (50%):** \$20,685 due upon signing – this is a non-refundable retainer that is required to initiate the project.

**Final Payment:** \$20,685 due at final signoff and before files are sent for printing.

**Shipping Expenses:** Shipping charges to MJ for the 1,250 printed copies are additional and will be billed at the time of shipment.

**Cancellation Policy:** In the event that this agreement is cancelled before completion, 50% of the remainder of outstanding payments will be due immediately upon cancellation notification.

Submitted by Quality Medical Publishing, Inc.:



Andrew Berger, President

Date: 9/11/18

*The undersigned hereby accepts the terms, covenants and conditions contained in this Agreement and in accordance with specifications, amounts and terms stated herein. Please return a signed and dated copy of this Agreement to QMP along with the initial payment specified above.*

Accepted for Mead Johnson & Company, LLC By:

Sign: Daniel Secada Daniel Secada  
2018.09.10 14:28:43 -04'00' Date: \_\_\_\_\_

Print: \_\_\_\_\_ Title: \_\_\_\_\_

Agreed to for APGNN By:

Sign: Amy Donegan Date: November 9, 2018

Print: Amy Donegan Title: 1300