



## Surprisingly Affordable & Simple Pricing

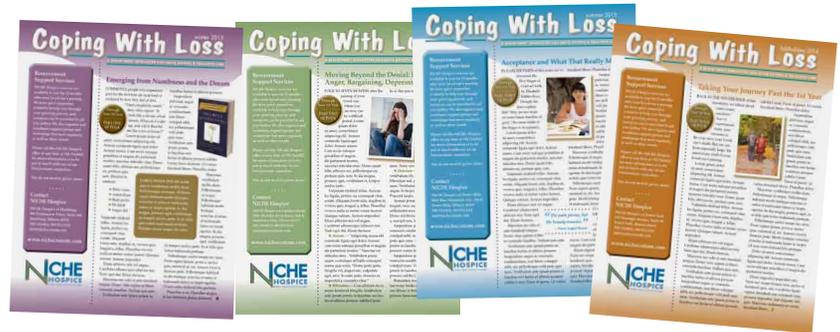
Whether your hospice is large, small or in between, NICHE's newsletters are affordable and a sensible use of your hospice's funds. Every NICHE client reports that their costs are equal to or less than what NICHE replaced.

If you have a large organization with many sites over a wide geographic area, NICHE can achieve targeted branding, outreach and marketing you've never been able to achieve before. If you're a small hospice and decide to reproduce what NICHE offers, the printing & mailing-service costs alone would double or triple NICHE's rate.



Were you to choose to create a similar product yourself, there would be substantial project and design fees. Moreover the timeline to implementation will likely be 18-24 months, with many fits, starts and missteps. Plus salary costs for the staff dedicated to managing and sustaining the publication.

Then there are the costs to your team in TIME — often hours per week doing clerical duties instead of focusing their professional skills on your hospice's mission. Plus, each time



that bereavement staff turns over, the learning curve is steep, creating inefficiencies, confusion and delays. NICHE replaces all that with a professional product delivered efficiently, consistently, in a sustained fashion, with minimal work time from your staff.

So what is our pricing? We keep things simple. We charge **ONE PRICE WHATEVER YOUR SIZE: 99¢/PIECE** plus postage (at bulk rates). That's **\$7.15** or less to provide a household the core set of 6 issues. There are no set-up or design fees, no complex charts. No "we're too small to afford this." This is NOT an added expense to your budget. This is \$7.15 or more that you are already spending.

It may take a bit of discussion to get at what it will cost YOU, but it will be a discussion with a very happy ending. Or, more appropriately, a very happy start to a worthwhile partnership. Talk to us to get an estimate.