

**Custom Content Outline — 8-PAGE**

Fall 2016 — Volume 9, Issue 4 — **Breast Cancer Awareness**

**To our valued magazine customers:**

*MyHometownHealth* has been designed to allow its subscriber hospitals the flexibility to modify or customize as much or as little of the content as desired, in order to create a magazine unique to the hospital and its market.

This ***Custom Content Outline*** is designed to help your hospital plan its upcoming issue. This document attempts to identify the portions of the magazine that you might like modified, and to accurately record your hospital’s customized information and instructions. For those subscribers who prefer a more hands-on involvement with the modification and customization of this issue of *MyHometownHealth,* an interactive template is available through BCI’s proprietary Online Editor. For more information about creating your magazine online, contact [lindsay@brentwoodcommunications.com](mailto:lindsay@brentwoodcommunications.com).

The following is a list of editorial content available in the current issue of *MyHometownHealth.*

**Fall 2016 Vol. 9 No. 4 – BREAST CANCER AWARENESS**

Cover: Contents: *Featured Celebrity – Sheryl Crow*

Page 2: Article #1: *Celebrity Spotlight – Sheryl Crow, “A Newfound Song of Gratitude”*

Pages 2-3: Article #1 Cont.: *Celebrity Spotlight – Sheryl Crow, “A Newfound Song of Gratitude”*

Page 3: Article #2: *CEO Message*

Page 4: Article #3: *Live it Out*

Page 5: Article #4: *Breast Cancer – Are You at Risk?*

Page 5: Article #5: *Women & Osteoporosis*

Page 6-7: Article #6: *All the Ways We Care*

Page 8: Article #7: *Breast Cancer by the Numbers*

Page 8: Article #8: *Maximize your health insurance benefits*

Upon completing this *Custom Content Outline*, please return it to Brentwood Communications, along with all text edits, text documents, custom photography, staff or physician photos and other materials necessary to complete your customized magazine.

**The deadline for custom content is Thursday, July 15, 2015**. For more information or assistance: call 615-425-0821 or email [lindsay@brentwoodcommunications.com](mailto:lindsay@brentwoodcommunications.com).



**COVER – PAGE 1**

Hospital Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please designate a cover photo.

\_\_\_\_\_ Use recommended cover photo. (shown above)

\_\_\_\_\_ I will supply a new photo. File name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***\*PLEASE NOTE: If you have selected to keep the proposed cover photo, you must also use the proposed cover story.***

Please confirm your preference regarding text.

\_\_\_\_\_ Use current cover text with no changes.

\_\_\_\_\_ I will submit text edits for the cover. (please attach all edits and modifications)

 

**PAGE 2-3 — ARTICLE #1: *Celebrity Spotlight – Sheryl Crow***

Please confirm your preference regarding text (which continues on page 3).

\_\_\_\_\_ Use current article with no changes.

\_\_\_\_\_ Use current article with text edits. (Please attach all edits and modifications)

\_\_\_\_\_ I will supply a replacement article. File name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



**PAGE 3 – ARTICLE #2: *CEO Message***

Please designate a photo preference.

\_\_\_\_\_ Do ***NOT*** use the CEO’s name or photo.

\_\_\_\_\_ Yes, please include the CEO’s photo. File name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_ Yes, please include the CEO’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please confirm your preference regarding text.

\_\_\_\_\_ Use current article with no changes.

\_\_\_\_\_ Use current article with text edits. (Please attach all edits and modifications)

\_\_\_\_\_ I will supply a replacement article. File name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



**PAGE 4 – ARTICLE #3: *Live it Out!***

Please designate a physician photo preference.

\_\_\_\_\_ Do ***NOT*** use a physician photo.

\_\_\_\_\_ Yes, please include a physician photo. File name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_ Yes, please include the physician’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_ Yes, please include the physician’s specialty: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please confirm your preference regarding text.

\_\_\_\_\_ Use current article with no changes.

\_\_\_\_\_ Use current article with text edits. (Please attach all edits and modifications)

\_\_\_\_\_ I will supply a replacement article. File name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please confirm your choice regarding stock photo(s).

\_\_\_\_\_ Use current photo(s).

\_\_\_\_\_ Use my supplied photo(s) **(Attach your photo(s) of choice. PLEASE NOTE: Photos should be**

**300dpi at final reproduction size for best print quality.)**

\_\_\_\_\_ I would like BCI to select an appropriate alternate photo to go with current article.

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**PAGE 5 — ARTICLE #4: *Breast Cancer – Are You at Risk?***

Please confirm your preference regarding text.

\_\_\_\_\_ Use current article with no changes.

\_\_\_\_\_ Use current article with text edits. (Please attach all edits and modifications)

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**PAGE 5 — ARTICLE #5: *Women & Osteoporosis***

Please confirm your preference regarding text.

\_\_\_\_\_ Use current article with no changes.

\_\_\_\_\_ Use current article with text edits. (Please attach all edits and modifications)

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Please confirm your choice regarding stock photo(s).

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**PAGE 6-7 – ARTICLE #6: *All the Ways We Care***

Please confirm your preference regarding text.

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\_\_\_\_\_ Use current article with text edits. (Please attach all edits and modifications)

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Please confirm your choice regarding stock photo(s).

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**PAGE 8 – ARTICLE #7: *Breast Cancer by the Numbers***

Please confirm your preference regarding text.

\_\_\_\_\_ Use current article with no changes.

\_\_\_\_\_ Use current article with text edits. (Please attach all edits and modifications)

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**PAGE 8 – ARTICLE #8: *Maximize your health insurance benefits***

Please confirm your preference regarding text.

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