

# Ride-On Printing

## What is a Ride-On and how can it help my organization?

When the National Cancer Institute (NCI) prints publications, your organization, subject to NCI's approval, may request that extra copies be printed for your use. Adding on to a Government print order is called a "Ride-On." A Ride-On lets you purchase extra publications more economically because of lower Government printing costs. Ride-On opportunities are only available when the Government is printing a particular publication.

## If your organization needs a larger number of materials than NCI is able to supply, a Ride-On may provide:

- Greater control over your organization's inventory.
- Enough copies to meet the needs of the patients, friends, and families your organization serves.

## Other Benefits

- You may print your organization's logo on your copies. If you choose to do so, the NCI will add a non-endorsement statement to the back cover. See the "Frequently Asked Questions" section for details.
- The Government pays the printing setup costs, which are a large portion of the expense of printing.
- The price per copy is generally lower than the cost of private-sector printing or of duplicating material in-house.

## How it Works

Step 1. NCI selects a printing contractor through its competitive bidding process, yielding the lowest price for printing.

Step 2. NCI provides organizations that express an interest in Ride-Ons with the printing contractor's contact information.

Step 3. The organizations contact the printing contractor directly to purchase the desired number of copies and arrange for delivery.

From this point on, you will work directly with the printing contractor. NCI will not be involved in negotiations between your organization and the printing contractor.

## Working with the Printing Contractor

- Once you receive the contact information for the printing contractor, you will need to act quickly—usually within 1 week.
- Be prepared to contact the printing contractor as soon as you receive the contact information.
- Talk to the printing contractor about the details of your order, since the contractor will need to order enough paper for the additional copies.

## Getting Started

- Decide which publications you would be interested in having for your organization.
- Decide ahead of time how much money you can spend for each publication. If you provide a dollar amount, the printing contractor can tell you how many copies you can get for that amount of money.
- You may be expected to partially pay the printer up front. At the least, you should be prepared to issue a purchase order and successfully complete a credit check.
- Find out ahead of time the packaging and freight requirements for delivering your materials.

## Frequently Asked Questions

### What does Riding-On a Government print order mean?

When the National Cancer Institute prints booklets and other educational products, you can order additional copies at your organization's expense by adding on to the NCI print orders. NCI's orders are usually very large, which reduces the price per copy. Also, NCI pays for the printing setup—which is a large portion of the cost of a print job—at no cost to you.

### Why would a Ride-On be beneficial to my organization?

Riding-On is cost-effective if your organization normally spends money printing or copying National Cancer Institute educational materials. Many cancer centers, hospitals, and clinics find that the ordering limits for NCI materials restrict their ability to serve all the patients they see each month. By Riding-On NCI's print orders for booklets you need in larger quantities, you get a high-quality product at a potentially lower price.

### What if I want to place my organization's logo on an NCI booklet or other educational products?

If you use your logo on NCI materials printed under a Ride-On agreement, NCI will print the following non-endorsement statement on the outside back cover: "The content of this publication is developed and produced by the National Cancer Institute. The organization whose logo is displayed here has printed copies of this publication at its own expense. No endorsement by NCI of this organization's products or services is implied or intended."

### When can I Ride-On NCI print orders?

Ride-On opportunities for particular publications are available only when NCI is printing that publication. NCI prints new publications year-round, but it usually reprints existing publications in the early summer.

### Which publications can my organization obtain through a Ride-On?

Many of NCI's most popular educational materials are available through Ride-Ons when NCI prints new supplies. In the past, organizations have purchased large quantities of *Chemotherapy and You*, *Radiation Therapy and You*, and *Taking Time* for their own inventories. If you sign up to receive more information (see last question), you will be notified when specific publications are available for Riding-On.

### How can I get an estimate of the price for each publication?

The price per booklet depends on the size and page count of the publication and how many copies are ordered; the larger the order, the lower the price per copy. The contractor who will be printing the publication is in the best position to give you an estimate. Determine your printing budget ahead of time. Then, ask the printer how many copies you can get for that amount.

### Who pays for shipping?

Your organization is responsible for costs associated with shipping the publications that you order. You will work this out with the printing contractor.

### Where can I store the publications that I order?

Your organization is responsible for storing the publications that you order. NCI cannot store materials for outside organizations.

### Can I still order materials from the NCI?

Yes. Your ability to order from the NCI warehouse will not be affected by purchasing your own copies. Having your own copies merely means that your organization is better able to meet its demand for NCI's educational materials.

### Where can I go to learn more?

If you are interested in learning about Ride-On opportunities as they arise, you can send an e-mail to [ncipoetinfo@mail.nih.gov](mailto:ncipoetinfo@mail.nih.gov). Please include your name, organization name, address, phone number, and e-mail address in the body of the e-mail and enter "Interested in Ride-On Printing" in the Subject line.

Additional questions about Ride-On printing may also be sent to [ncipoetinfo@mail.nih.gov](mailto:ncipoetinfo@mail.nih.gov); someone will respond to you as soon as possible. In addition to your question(s), please include your name and phone number in the body of your e-mail.