

# Important Information for New Customers

Fall 2024



Thank you for choosing LAD to produce your course materials!  
Your email has been received and we are excited to work with you.

LAD is experiencing unprecedented levels of incoming fall rush orders. This high-demand is due to another national coursepack company unexpectedly exiting the higher ed market.

Please take note of the ordering process requirements and current turn-times.

Before your order can be added to our workflow **we require:**

- ✓ **Completed Bookstore Information Form**
- ✓ **A fully completed Order & Citation Form** (for each coursepack)
- ✓ **All content/materials** - email PDF files to your account manager or send physical documents, with the completed order form, to:

LAD Custom Publishing  
5148 Carson Court  
Buford, GA 30518

The high-demand of new customer orders means LAD is running at a **6-week (minimum) turn-time** to produce + deliver new orders, once we receive the required materials listed above.

**Thank you for your patience and we look forward to serving you!**

LAD Regional Contacts:

Midwest	Northeast	Southeast/Southwest	West Coast
Regional Sales Manager Daren Prather (217)-377-2288 - cell <a href="mailto:daren@lad.pub">daren@lad.pub</a>	Regional Sales Manager Dick Stratton (678)-772-4145 - cell <a href="mailto:ds@lad.pub">ds@lad.pub</a>	Regional Sales Manager Becky Currin (404)-333-3367 - cell <a href="mailto:becky@lad.pub">becky@lad.pub</a>	Regional Sales Manager Kent Brewster (770)-653-9792 - cell <a href="mailto:kent@lad.pub">kent@lad.pub</a>
Account Manager Kimberlee Raines <a href="mailto:kimberlee@lad.pub">kimberlee@lad.pub</a>	Account Managers Emily Fitton <a href="mailto:emily@lad.pub">emily@lad.pub</a> Skylar Bishop <a href="mailto:skylar@lad.pub">skylar@lad.pub</a>	Account Manager Natalie Flanagan <a href="mailto:natalie@lad.pub">natalie@lad.pub</a>	Account Manager Ashlyn Placek <a href="mailto:ashlyn@lad.pub">ashlyn@lad.pub</a>

## Please Note:

- LAD **DOES NOT have access to materials or ISBN's** from any previous vendors.
- The 6-week (minimum) production timeframe starts **AFTER** we receive your completed order form and all content/materials.
- If you have questions, please reach out to our team at (877) 318-8800 or the contacts listed below.



**(877) 318-8800 | [support@lad.pub](mailto:support@lad.pub)**

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LAD has served the higher ed market for more than 20 years and partners with over 900 colleges and universities in the US and Canada.