

# The complete **Budget** **& Tax Rates** service 2012

The Budget will  
take place on  
Wednesday 21 March 2012



Eye catching  
designs, easy to understand  
content and unrivalled service.

## **Budget summaries**

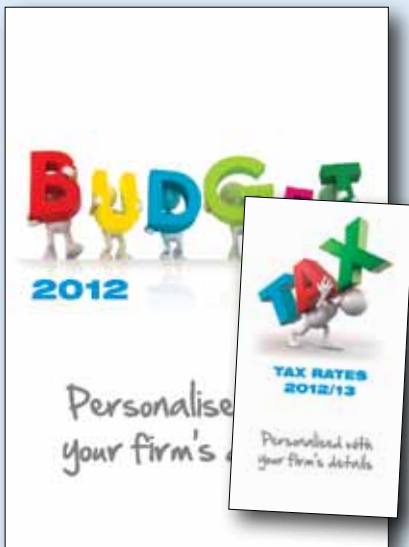
A5 and A4 printed summaries ■ HTML, PDF and Word versions  
eBudget ■ PowerPoint seminar slides

## **Tax rates products**

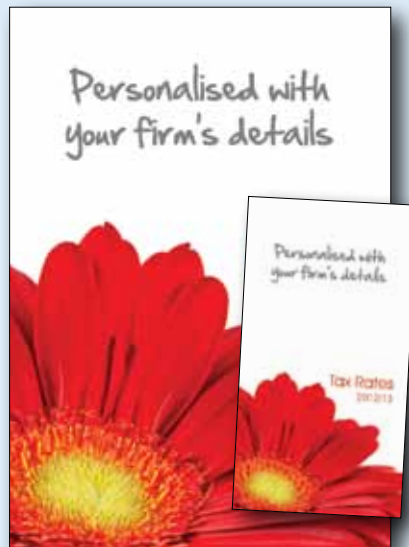
Printed tax cards available in three sizes ■ HTML and PDF versions  
Business card tax cards ■ Mouse mats



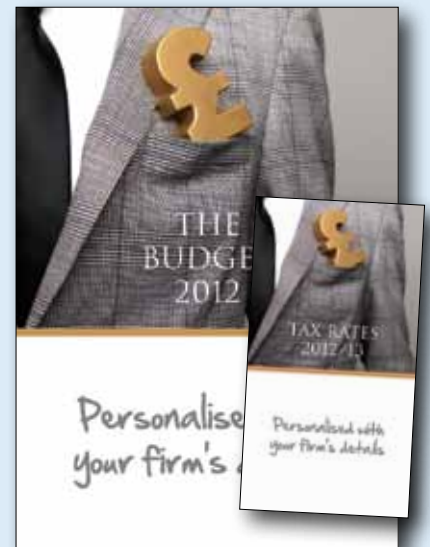
# Select from the wide choice of featured designs or we can cover for your practice



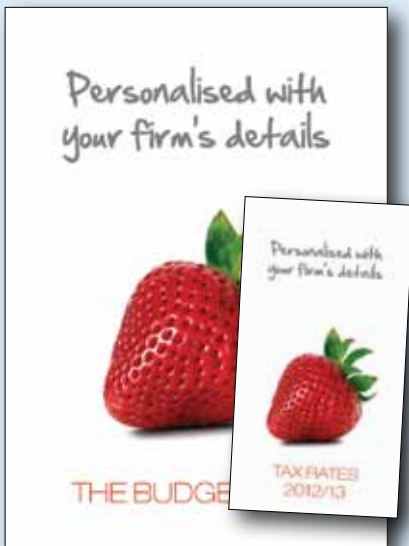
Letters



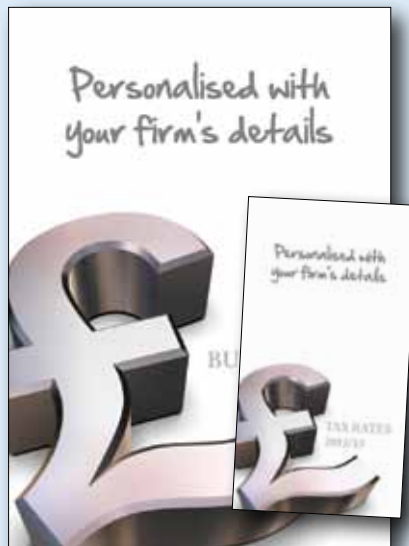
Red Flower



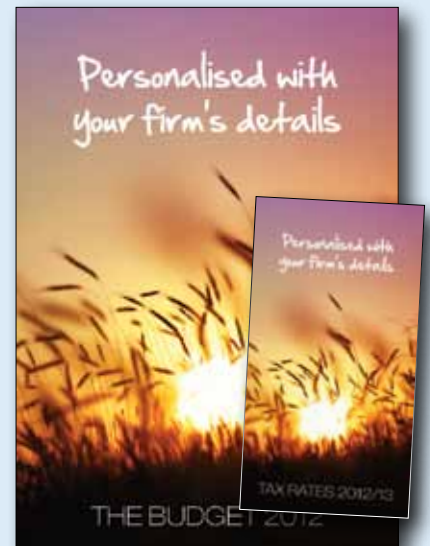
Suit Jacket



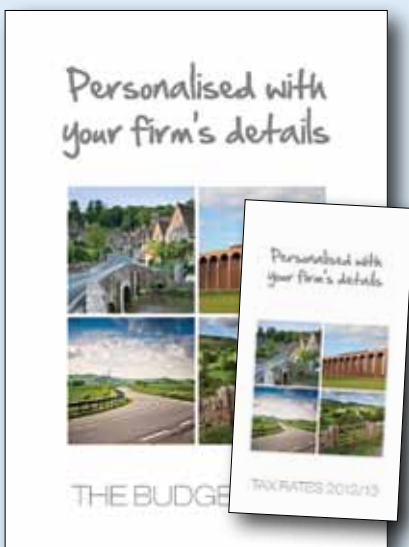
Strawberry



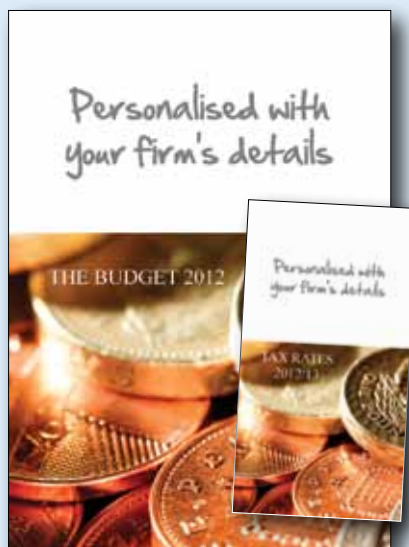
Metallic Pound



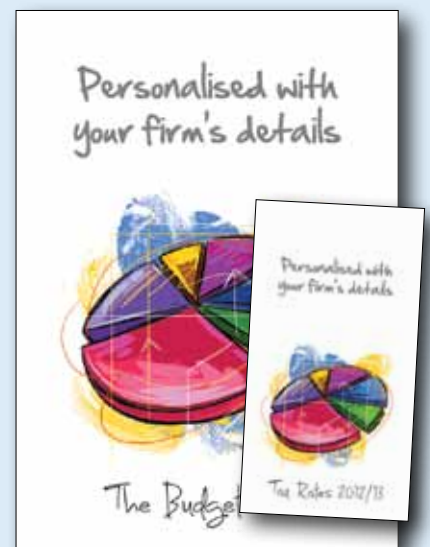
New Dawn



Rural



Loose Change



Pie Chart 12

Order by post, email, telephone, fax or online

create an exclusive

## We can help by providing you with:

**A complete range of products** - However you communicate with your clients we have the right product for you to keep your clients informed by email, post or via your website. All delivered on a timely basis to your door, your desktop or your clients.

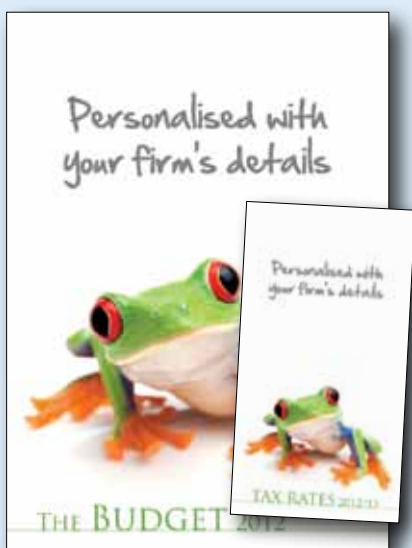
**Excellent content** - Budget summaries and tax rates that are concise and easy to understand, written with your clients in mind by our in house team of renowned tax lecturers and technical consultants.

**Design expertise** - Whether you choose to have a cover exclusively designed for your practice or select from the wide choice of featured designs, our in house team of graphic designers will make sure your products are personalised to complement your house style. If you are spoilt for choice, why not let our team recommend the design to best suit your logo?

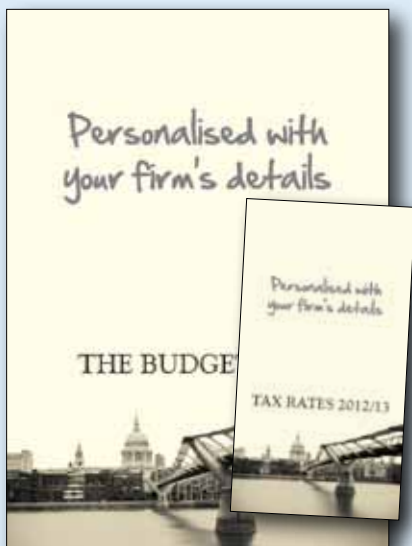
**Unrivalled service** - In a nutshell, our dedicated team delivers exceptional service and products - we go the extra mile to exceed your expectations!

free  
marketing letter

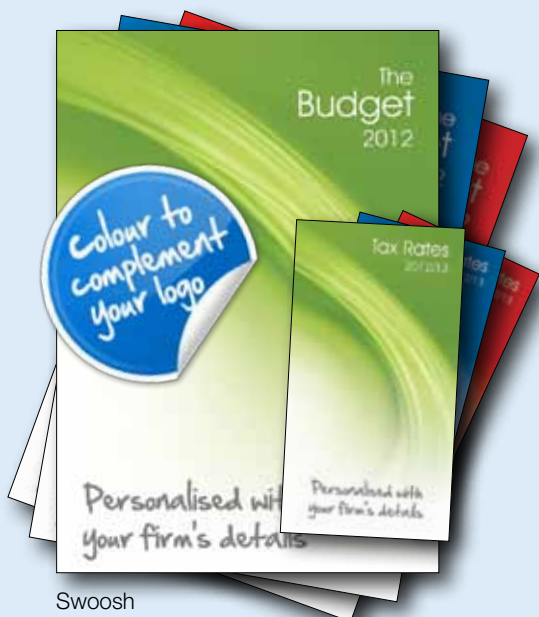
provided with printed and digital orders for you to use when sending the Budget summary and/or Tax rates products to your clients.



Tree Frog



Cityscape



Swoosh

## Would you like...

### ■ to see a sample?

Please visit [www.mercia-group.co.uk/budget](http://www.mercia-group.co.uk/budget) to request printed samples or to view digital samples. Alternatively please email or call us with your request.

### ■ to include an advert?

Please visit [www.mercia-group.co.uk/budget](http://www.mercia-group.co.uk/budget) to view our pre-prepared adverts and list of services. Choose one of these to include on the back cover at no extra cost, edit as required or provide your own.

### ■ to ask a question?

If you are not sure which product would best suit your objectives, have any queries or special requirements, please email or call us – we are here to help!

### ■ to see a mock up?

If you would like us to create a visual of how your products could be personalised (without obligation) please email or call us with your requirements/ to discuss your options.

### ■ a quote?

Please visit [www.mercia-group.co.uk/budget](http://www.mercia-group.co.uk/budget) for an online quote or email or call us with your requirements. Rest assured, simply requesting a quote will not result in us inundating you with phone calls and emails.

## ...without obligation to make a purchase

### To contact us or place an order:

Call us on **0116 258 1242**

Email the team at [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk)

Return your completed order form to:

**Mercia Group Ltd, Best House, Grange Business Park,  
Enderby Road, Whetstone, Leicester LE8 6EP**

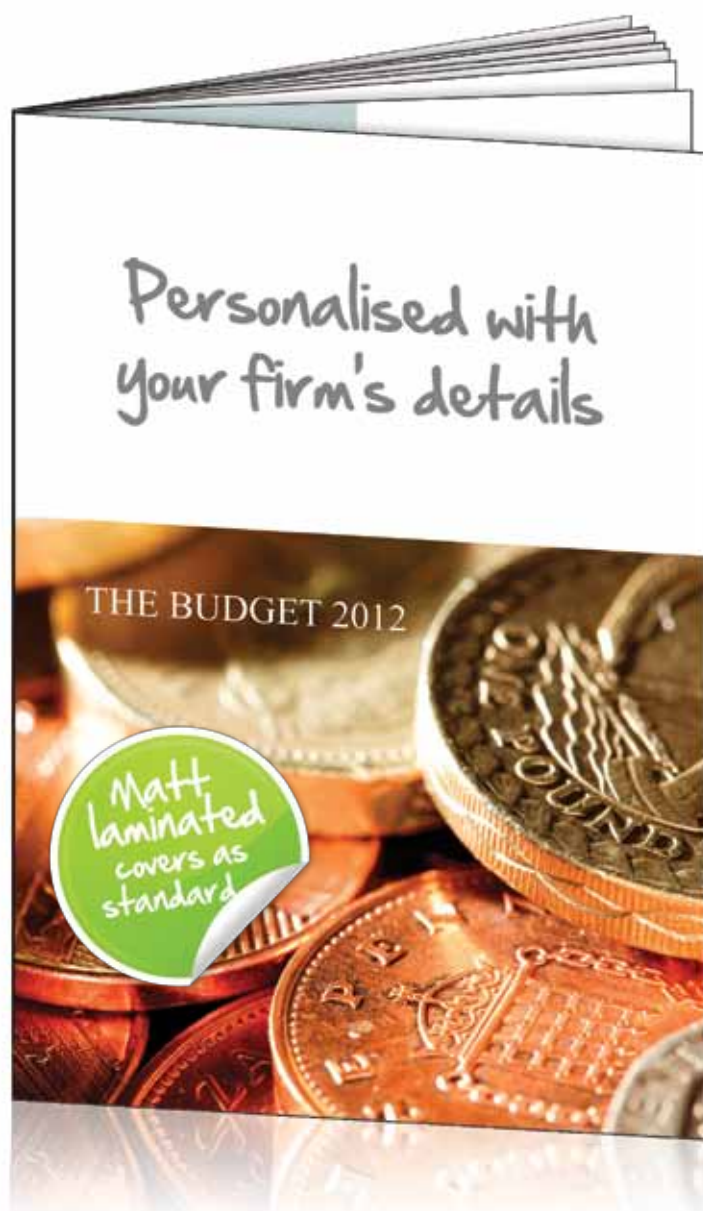
Fax your completed order form to **0116 258 1258**

Order online at [www.mercia-group.co.uk/budget](http://www.mercia-group.co.uk/budget)

Any questions? Call the Marketing Support Team on 0116 258 1242

# Printed Budget summaries

A5 and A4 formats, the summaries include 16 pages of Budget coverage, written in a language your clients will understand, with considered comments, action points and a summary of the 2012/13 tax rates. The covers are printed on quality card and matt laminated for a professional look and feel.



Example shows just one of the designs available

- Choose from one of our twelve featured designs or let us create an exclusive cover to complement your house style.
- Your details printed in one of our standard colours (see order form) or your corporate colour(s).
- No additional charge for you to personalise the back cover. Include your full contact details, display a list of services or an advert - we can help with the copy.

## Choice of delivery options

### FREE standard delivery

- Delivered to your office by 12.00 noon Friday 23 March 2012, or
- Collect from a choice of five Midlands pick-up points (see order form for locations) from 3.00pm Thursday 22 March 2012.

### Express delivery option - £25 plus VAT

- Delivered to your office by courier wherever possible by 5.00pm Thursday 22 March 2012.

### Mailing option

We can mail out the Budget summaries on your behalf - first class post Thursday 22 March 2012. This service is **free of charge** but offered on a first come first served basis. You pay only for postage and any envelopes we supply, recharged at cost.

Printed prices	Featured cover design personalised in one of five standard colours		Featured cover design personalised in your corporate colour(s)		Exclusive cover design personalised in full colour	
	A5	A4	A5	A4	A5	A4
50 copies	£189	N/A	£266	N/A	£344	N/A
100 copies	£262	£298	£339	£375	£417	£453
Each additional 50 copies	£67	£72	£67	£72	£67	£72
Inside cover print (black only)	+£58	+£58	+£58	+£58	+£58	+£58
Non-personalised (A5)	£99 for 25 copies - £1.15 each thereafter (Loose Change design only)					

Training group members receive a 10% discount. Prices are plus VAT where applicable.

Request a printed sample at [www.mercia-group.co.uk/budget](http://www.mercia-group.co.uk/budget)

# Digital Budget summaries

Digital files will be emailed by 9.00am Thursday 22 March 2012.\*

## HTML and HTML plus

A comprehensive summary fully formatted and ready to include on your website. If you have ordered printed copies the image at the top of the page will complement the design of your printed products. The HTML plus option also includes your logo and the colours and font will complement your website.



- 'Contact us' email links included throughout the articles.
- Personalised with your logo.†
- Colours and font to match your website.†

† These features are only included in the HTML plus option.

## Personalised PDF

The PDF will include a personalised first and last page in a design to match your printed summaries or in a design of your choice.

The file size is optimised so it can be published on your website or attached to an email but the quality is more than suitable to be printed on office and home printers.



- Personalised with your firm's details in your corporate colour(s).

A print ready PDF is also available. This high resolution file includes crop marks and bleed for commercial printing and a license to reproduce multiple copies.

## Word

A summary of the Chancellor's announcements is available in Word format for you to edit as required.



## PowerPoint slides

Produce your own presentations with a set of our Budget slides. \*Emailed by 4.00pm Thursday 22 March 2012.



## eBudget option

Ensure your clients receive a summary of the Budget by 9.00am Thursday 22 March 2012. We send a personalised email to your clients and contacts from an email address of your choice – what could be easier? For full details or to order visit [www.mercia-group.co.uk/eBudget](http://www.mercia-group.co.uk/eBudget).



Digital prices	Without personalised printed copies	With personalised printed copies
Word	£150	£50
HTML	£145	£75
HTML plus	£195	£125
Personalised PDF	£175	£95
Print ready PDF	Price on application	
PowerPoint slides	£125 - Set of over 50 slides	
eBudget option	£30 per month with no set up fee (min 12 months' subscription)	

Training group members receive a 10% discount. Prices are plus VAT where applicable.

Any questions? Call the Marketing Support Team on 0116 258 1242

# Printed tax cards

## 8 and 6 sided tax cards

Our tax cards are printed on quality card and matt laminated for a professional look and durability. The 6 sided card includes a personalised cover and five sides of tax rates. In addition the 8 sided card also includes a tax year calendar and the back cover is available for you to personalise further. The cards will be delivered on or before Tuesday 27 March 2012 - delivery recharged at cost.



- Choose from one of our twelve featured designs or let us create an exclusive cover to complement your house style.
- Your details printed in one of our standard colours (see order form) or your corporate colour(s).
- Header colour and tax rates text colour to complement your logo colour / chosen design.

### Extra options for 8 sided cards (not illustrated)

- No additional charge for you to personalise the back cover. Include your full contact details, display a list of services or an advert - we can help with the copy.
- 2012/13 tax year calendar.

Example shows just one of the designs available

## Credit card sized tax cards

Designed to fit easily in purses and wallets.

- Header colour and tax rates text colour to complement your logo colour / chosen design.



## Business card tax cards

Make your business card stand out from the crowd and turn it into a useful point of reference for clients and contacts by including key tax rates for 2012/13. You can order from as little as 50 cards per name.



## Mouse mats

A concise summary of the 2012/13 tax rates printed on high quality Brite Mats™ and personalised with your firm's details.

- Personalised with your firm's logo and details in one of our standard colours (see order form).
- Header colour to complement your logo and tax rates text colour black.



### Delivery

Mouse mats will be delivered on or before Wednesday 4 April 2012 - delivery recharged at cost.

# Digital tax rates

Digital files will be emailed by 9.00am Thursday 22 March 2012.

## HTML and HTML plus

A comprehensive summary of key rates fully formatted and ready to include on your website. If you have ordered printed copies the image at the top of the page will complement the design of your printed products. The HTML plus option also includes your logo and the colours and font will complement your website.



- 'Contact us' email links included throughout the articles.
- Personalised with your logo.†
- Colours and font to match your website.†

† These features are only included in the HTML plus option.

## Personalised PDF

The PDF will include a personalised page in a design to match your printed cards or in a design of your choice.

The file size is optimised so it can be published on your website or attached to an email but the quality is more than suitable to be printed on office and home printers.



- Personalised with your firm's details in your corporate colour(s).

A print ready PDF is also available. This high resolution file includes crop marks and bleed for commercial printing and a license to reproduce multiple copies.

Printed prices	Featured cover design personalised in one of five standard colours			Featured cover design personalised in your corporate colour(s)			Exclusive cover design personalised in full colour		
	Six Sided	Eight Sided	Credit Card Sized	Six Sided	Eight Sided	Credit Card Sized	Six Sided	Eight Sided	Credit Card Sized
50 copies	N/A	N/A	£88	N/A	N/A	£165	N/A	N/A	£243
100 copies	£159	£189	£129	£236	£266	£206	£314	£344	£284
Each additional 100 copies	£52	£62	£47	£52	£62	£47	£52	£62	£47
Non-personalised (credit card sized)	£50 for 25 copies - £5 per additional 10 copies ( <b>Loose Change design only</b> )								
Business cards	£130 for the first 50 cards - £40 for each additional 50 cards ( <b>min order 50 per name</b> ) For example - four names each having 50 cards would cost £250 (50 @ £130 and 150 @ £40 per 50)								
Mouse mats	£325 for the first 100 mats - £1.30 per mat thereafter ( <b>min order 100</b> )								

Digital prices	Without personalised printed copies	With personalised printed copies
HTML	£145	£75
HTML plus	£195	£125
Personalised PDF	£175	£95
Print ready PDF	Price on application	

Training group members receive a 10% discount. Prices are plus VAT where applicable.

Any questions? Call the Marketing Support Team on 0116 258 1242

# Budget and Tax Rates Order Form

Firm \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

If you have not purchased personalised products from us before please email your logo (preferably in .eps format) to [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk)

## Budget summaries

### Personalised printed

I would like to order \_\_\_\_\_  A5  A4 summaries

**Featured cover design**

My cover choice is: \_\_\_\_\_

Please personalise with my details in:

One standard colour as indicated

Black  Dk Blue  Green  Red  Dk Red

My corporate colour(s), which are: \_\_\_\_\_ (PMS ref)

**Exclusive cover design in full colour**

I will supply artwork/design brief  Create a design for me

My corporate colour(s) are \_\_\_\_\_ (PMS ref)

**I would like to include inside cover print (black only) (£50) on:**

The inside front cover  The inside back cover

Both inside front and inside back covers

#### Delivery options

Express delivery  Standard delivery

**Collect from pick-up point:**

Coventry  B'ham  Leics  Notts  Northants

**Mailing service** (please contact me to discuss the arrangements)

### Non-personalised printed

I would like to order \_\_\_\_\_ A5 summaries (Loose Change design)

### Word, HTML, PDF and Slides

I would like to order the following:

Word  HTML\*  HTML plus\*†  PowerPoint slides

Personalised PDF  Print ready PDF

My PDF cover choice is: \_\_\_\_\_  
(The cover will match printed copies if ordered)

Please send to email address:

\_\_\_\_\_

\* The HTML version includes a contact email address. Please write your contact email address here:

\_\_\_\_\_

† The HTML plus includes your logo and the font and colours will match your website. Please write your website address here:

\_\_\_\_\_

## Tax rates

### Personalised printed cards

I would like to order \_\_\_\_\_ cards

Eight sided  Six sided  Credit Card sized

**Featured cover design**

My cover choice is: \_\_\_\_\_

Please personalise with my details in:

One standard colour as indicated

Black  Dk Blue  Green  Red  Dk Red

My corporate colour(s), which are: \_\_\_\_\_ (PMS ref)

**Exclusive cover design in full colour**

I will supply artwork/design brief  Create a design for me

My corporate colour(s) are \_\_\_\_\_ (PMS ref)

**Business card tax cards**

Please include (by fax, post or email) existing business card(s) and write the required quantity on each card.

### Non-personalised printed cards

I would like to order \_\_\_\_\_ credit card sized tax cards (Loose Change design)

### HTML and PDF

I would like to order the following:

HTML\*  HTML plus\*†

Personalised PDF  Print ready PDF

My PDF cover choice is: \_\_\_\_\_  
(The cover will match printed copies if ordered)

Please send to email address:

\_\_\_\_\_

\* The HTML version includes a contact email address. Please write your contact email address here:

\_\_\_\_\_

† The HTML plus includes your logo and the font and colours will match your website. Please write your website address here:

\_\_\_\_\_

### Mouse mats

I would like to order \_\_\_\_\_ mouse mats.

My details to be printed in:

Black  Dk Blue  Green  Red  Dk Red

**Please return to:** Mercia Group Ltd, Best House, Grange Business Park, Enderby Road, Whetstone, Leicester LE8 6EP  
t 0116 258 1242 f 0116 258 1258 e [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk)

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