



# Client Briefings

Orders required by Friday 15 January 2010  
Delivered to you w/e 19 February 2010



## Practical Tax Tips for the Owner Managed Business

The aim of this briefing is to focus on some key direct tax areas affecting the owner managed business so that essential opportunities to maximise tax savings or minimise liabilities are not overlooked. Areas to be covered will include capital allowances, extraction of profits, employment taxation.

It will include a summary of the more important year end tax tips to help them identify the areas that should be considered shortly before both an accounts period end and the tax year end. It will be relevant for both unincorporated and incorporated business clients.

## Essential Update for Employers - Recent developments in employment matters

This briefing will provide a practical summary of recent developments affecting employers including related tax considerations:

- National Insurance increases ahead
- Changes to state retirement pension ages
- Update on Age Discrimination
- Childcare Vouchers
- Additional paternity pay and leave
- National minimum wage update
- Online changes
- Employer deadlines
- Penalties for late payment of PAYE

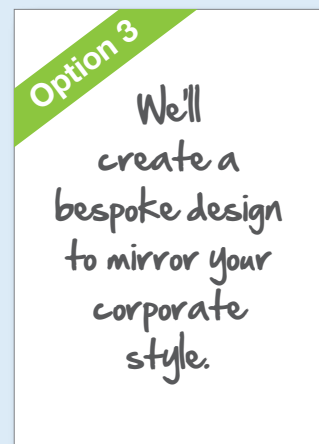
## New options for 2010



Personalised in one of our standard colours  
From £90



Personalised in your own corporate colours  
From £115



Designed to mirror your house style  
From £235

Non personalised and digital products also available – see over for details >>>

# Client Briefings

Client briefings cover topical issues and are professionally written in a language your clients will understand. You can send them to clients with your newsletter, as a supplement, or they can be sent with a covering letter (suggested letter content provided).

## Printed options

The briefings are two-sided A4 printed on 170gsm paper. Non personalised printed briefings are available in dark blue and black or they can be personalised as follows:

### Option 1

Using full colour images and black text the briefings can be personalised in any one of our standard colours, black, dark blue, green, dark red and red.

### Option 2

The briefings will be personalised in your house colour(s) and your corporate colour will be used for the headings throughout.

### Option 3

The briefings will be designed to mirror your house style including colours, fonts and layout. You can also add contact details within the text and personalise the introduction if required.

## Digital options

The briefings are ideal to include on your website and are available as PDF, HTML and Word formats.

### PDF

The above printed options are also available in PDF format.

### HTML and HTML plus

The briefings are fully formatted with a 'contact us' link in place and ready to include on your website. The HTML plus option also includes your logo and the colours and font to complement your website.

### Word

You can purchase the briefings in Word format and edit the copy to include in your own newsletters or other updates you send to clients.

Printed briefings	Option 1	Option 2	Option 3
<b>25 copies</b>	£90	£115	£235
<b>50 copies</b>	£115	£140	£260
<b>Each additional 25 copies*</b>	£15	£15	£15
<b>Non personalised printed copies:</b> £60 for 25 copies - £10 per 25 copies thereafter			
<b>Digital options</b> (price in brackets shows the price when purchased with printed copies)			
<b>Personalised PDF</b>	£95 (£60)	£115 (£75)	£145 (£95)
<b>Non personalised PDF:</b> £60 (£30)			
<b>HTML:</b> £95 (£60)			
<b>HTML plus:</b> £145 (£95)			
<b>Word:</b> £60 (£30)			

Training group members receive a 5% discount

# Order Form

Firm \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## Printed personalised

If you haven't ordered Personalised products from us before please email your logo to [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk) or enclose a letterhead with your order.

I would like to order the following briefing(s):

(quantity) **Practical Tax Tips for the OMB**

(quantity) **Essential Update for Employers**

**Option 1** personalised in **one** standard colour:  
 Black  Dk Blue  Green  Red  Dk Red

**Option 2** personalised in your own colour(s)  
Our colour(s) are (PMS ref) \_\_\_\_\_ or  
 Printed colour sample supplied

**Option 3**  
 Corporate literature sample enclosed.

## Printed non personalised

I would like to order the following briefing(s):

(quantity) **Practical Tax Tips for the OMB**

(quantity) **Essential Update for Employers**

## Word, HTML and PDF

I would like to order:

**Practical Tax Tips for the OMB** and/or  
 **Essential Update for Employers** in the following format(s):

Word  HTML\*  HTML plus\*†

PDF as:  Option 1  Option 2  Option 3

For PDF orders without printed copies please complete option 1, 2 or 3 details under printed personalised section above

Please send to email address(es): \_\_\_\_\_

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

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

### 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)

Registered office: 19 - 21 Christopher Street, London EC2A 2BS