

# Client Newsletters

Made to measure for your firm

A tailored client newsletter service to suit your firm's needs.



With a comprehensive range from non personalised through to bespoke design – we can provide you with the right solution for your practice.

**Available in printed and digital formats from just £95**

An excellent range of printed and digital products to help you market your practice and keep your clients informed.



[www.mercia-group.co.uk/newsletters](http://www.mercia-group.co.uk/newsletters)

Client newsletters are an ideal and cost effective way of keeping in regular contact with your clients. The content is concise, easy to understand and written by our in house team of renowned tax lecturers and technical consultants. It will provide your clients (individuals and businesses) with relevant up to date information and help to promote client contact.

We produce four issues per annum but no subscription is necessary so you can choose to purchase just one issue each year. Each one comes complete with a FREE marketing letter and you can request draft copy (without obligation) before placing an order.

# Printed and PDF options

Our printed newsletters are four sided A4 printed on 170gsm paper. They can be supplied A4 or folded to A5 (at no extra cost) to save on postage. PDF options are also available and both printed and PDF newsletters can be personalised as follows:

## Option 1



Your firm's details printed in black and one of our standard colours (dark blue, green, dark red, red) with the option to include up to 200 words of your own news.

**From £195 for 50 copies**

Non personalised newsletters

**From £95 for 25 copies**

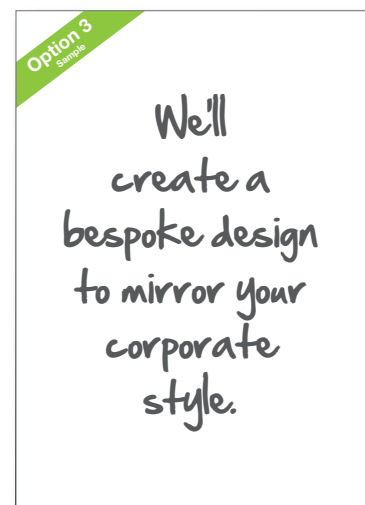
## Option 2



Personalised with your firm's details printed in your house colour(s). The entire front cover can be tailored to include your own news (including colour images) or add contact details to the articles we provide or simply leave the articles as they are.

**From £285 for 50 copies**

## Option 3



Designed to mirror your house style including colours, fonts and layout. You can use the news we provide, edit the text to suit, use your own news (including colour images) or mix and match. We will work with you to create a bespoke newsletter.

**From £720 for 200 copies**

Printed newsletters	Option 1	Option 2	Option 3
<b>50 copies</b>	£195	£285	-
<b>100 copies</b>	£235	£325	-
<b>200 copies</b>	£295	£385	£720
<b>Each additional 100 copies</b>	£60	£60	£65
<b>Non personalised copies - £95 for 25 copies - £1 per copy thereafter</b>			
<b>PDF newsletters</b> (price in brackets shows the price when purchased with printed copies)			
<b>Personalised PDF</b>	£155 (£60)	£195 (£75)	£350 (FREE)
<b>Non personalised PDF - £125 (£60)</b>			

Training group members receive a 5% discount

**Request a free printed sample at [www.mercia-group.co.uk/free\\_samples](http://www.mercia-group.co.uk/free_samples)**

# Digital options

Newsletters make ideal content to include on your website and are available as HTML, PDF and Word formats.

## HTML and HTML plus

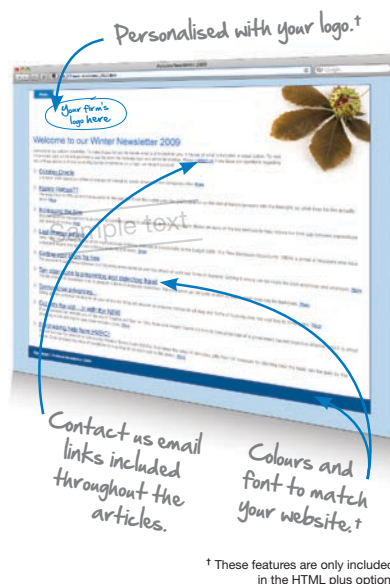
The newsletters are fully formatted with a 'contact us' link in place and ready to include on your website. The HTML plus option also includes your logo and the colours and font will complement your website.

## PDF

There are three PDF options available to purchase with or without printed copies. See 'Printed and PDF options' opposite for more details.

## Word

The newsletter articles are available in Word format for you to edit if required and include in your own newsletters or other updates you send to clients.



## Why choose Mercia?

Our content is concise, easy to understand, and written by our in house team of renowned tax lecturers and technical consultants.

Our in house team of graphic designers will make sure your products are personalised to complement your house style or website.

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

## Free printed samples

To receive free samples, without obligation, email your request to marketing.support@mercia-group.co.uk or call our Marketing Support Team on 0116 258 1242. Alternatively visit [www.mercia-group.co.uk/free\\_samples](http://www.mercia-group.co.uk/free_samples). Samples of our digital products can be viewed at [www.mercia-group.co.uk/newsletters](http://www.mercia-group.co.uk/newsletters)

## Any questions?

If you have any queries or special requirements, please call our Marketing Support Team on 0116 258 1242 or email [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk)

## 2010 Publication Dates

	Orders req'd by	Delivery date w/e
Spring	22 Jan	19 Feb
Summer	7 May	4 June
Autumn	6 Aug	3 Sept
Winter	22 Oct	19 Nov

Digital prices	Without printed copies	With printed copies
PDF - Option 1	£155	£60
PDF - Option 2	£195	£75
PDF - Option 3	£350	FREE
PDF - Non personalised	£125	£60
HTML	£125	£60
HTML plus	£175	£95
Word	£95	£30

## Special Digital Offer

Subscribe to four consecutive issues of the newsletter in a single format and **receive all the client briefings we produce in the same format free of charge**. This subscription can start with any issue.

### What are client briefings?

In addition to the client newsletters we also produce two client briefings per quarter (two sided). They 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). Details of the current titles can be found on the enclosed circular or at [www.mercia-group.co.uk/briefings](http://www.mercia-group.co.uk/briefings)

### Special Digital Offer prices

PDF - Option 1	£620 - save £760
PDF - Option 2	£780 - save £920
PDF - Option 3	N/A
PDF - Non personalised	£500 - save £480
HTML	£500 - save £760
HTML plus	£700 - save £1160
Word	£380 - save £480

Training group members receive a 5% discount

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

# Client Newsletter Order Form

2010 Summer Newsletter - orders required by Friday 7 May 2010 - delivered to you w/e 4 June 2010

## Your details

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 printed newsletters as follows:

(quantity) \_\_\_\_\_ I would like the title to be:

Newsletter  InSight  Business News

Other \_\_\_\_\_ (please specify)

### Option 1

Personalised in black and **one** of the following colours:

Dk Blue  Green  Red  Dk Red

Supplied A4  Folded to A5

I would like to include:  My 'own news' (up to 200 words)  News supplied by Mercia

Please send copy by email to [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk)

### Option 2

Our colour(s) are (PMS ref) \_\_\_\_\_

Please provide a printed sample or digital logo if PMS ref not known.

Supplied A4  Folded to A5

I would like to include:  My 'own news' (up to 600 words)  News supplied by Mercia

Please send copy by email to [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk)

### Option 3

Supplied A4  Folded to A5

We will contact you on receipt of your order to discuss your requirements in more detail. If you would like us to match an existing style please enclose a copy of your corporate literature or stationery with your order.

## Printed non personalised

I would like to order (quantity) \_\_\_\_\_ copies of the newsletter

Supplied A4  Folded to A5

## Word, HTML and PDF

I would like to order the newsletter in the following format(s):

Word  HTML\*  HTML plus\*†

PDF Option 1  PDF Option 2  PDF Option 3

Non Personalised PDF

*For PDF orders (excluding Non-Personalised PDF) without printed copies please complete option 1, 2 or 3 details under printed personalised section opposite*

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: \_\_\_\_\_

## Special Digital Offer

I would like to subscribe to the next four issues of the newsletter in the format indicated below. I understand I will receive one invoice for the year's subscription. Please start my subscription immediately.

HTML  HTML plus

Word  Non personalised PDF

PDF Option 1  PDF Option 2

## Order acknowledgement

You will receive an email acknowledgement on receipt of your order. If you do not receive an acknowledgement within a few days of placing an order, please contact our Marketing Support Team on 0116 258 1242.

## Free samples and draft copy

Please send me draft copy of:

Client newsletter  This quarter's briefings

Please send me information/samples of the following:

Quarterly client newsletter  Tax rates mouse mat

Client briefing  Client letters

Monthly business newswire (enews)  Tax guide booklet

Budget summaries  Client information factsheets

Tax cards  Website service

## Please return by fax, post or email

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

☎ 0116 258 1242 ☎ 0116 258 1258 ✉ [marketing.support@mercia-group.co.uk](mailto:marketing.support@mercia-group.co.uk)

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



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