



# Newsletter Information

## Compare our newsletters

	Issues/year	Pages/issue	Topics covered	Ideal for
Business Matters	4	4	Topics are aligned as closely as possible to significant annual events such as FBT year end as well as important general issues for business such as cashflow, profitability, staff and sales.	Accounting firms wanting a newsletter that deals with core services broken up with some business building articles.
Wealth Matters	4	4	Articles come from a range of areas covering property investing, wealth protection, retirement, SMSF's and superannuation strategies.	Accounting firms that are not financial planners but provide advice for financially astute clients on individual wealth management strategies and that would like a non-product specific newsletter for their high value clients.
Profit Matters	4	4	Articles focus on strategies for growing a business. Typical topics include, improving sales, customer management, improving staff performance, leadership, marketing and technology.	Accounting firms wanting to expand the non compliance and business development services. It is also useful for bookkeepers or business consultants who provide advisory services to their clients.
Tax Matters	4	2*	Articles focus on recent Commonwealth tax changes for individuals and business and well as important taxation issues that need to be revisited from time to time.	Accounting firms looking for a newsletter that covers traditional tax services for both individuals and businesses.
Super Matters	4	2	Features information regarding superannuation strategies, self managed super funds, superannuation trustees, penalty schemes and more.	Accounting firms and financial planners that provide clients with regular advice in relation to managing preparation for retirement.
Year End Strategies	1	4	Articles focus on strategies for year end planning for business, personal superannuation, property investors, and individuals.	Accounting firms and financial planners that provide business and individual clients with regular advice relating to the end of financial year.
End of Year Update	1	4	A range of compliance and general articles for small to medium sized businesses. Topics focus on the calendar year end and deal with current business and compliance issues as well as things business clients need to be aware of in relation to responsibilities when celebrating the festive season.	Accounting firms wanting a newsletter that deals with core services broken up with some business building articles and a holiday message.

\* The budget edition of Tax Matters, released in May is 4 pages.

## Newsletter design choices

	Lite	Standard	Premium
PDF format	✓	✓	✓
Low res	✓	✓	✓
High res		✓	✓
Print ready		✓	✓
Classic or contemporary layout		✓	✓
Firm and association logos included		✓	✓
Match to firm colours			✓

## Release dates\*

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Business Matters	✓			✓			✓			✓		
Wealth Matters		✓			✓			✓			✓	
Profit Matters			✓			✓			✓			✓
Tax Matters		✓			✓			✓			✓	
Super Matters			✓			✓			✓			✓
Year End Strategies				✓								
End of Year Update										✓		

\* Subject to change

# Discover GETTING STARTED WITH BUSINESS MATTERS

The form below contains the information that we require to place your firm details on your newsletter. Please complete the form below and email or fax back with your order.



## Step 1

Firm name

.....  
Please clearly write your firm name

## Step 2

Choose your style

Classic design       Contemporary design       Unbranded (skip to step 9)

## Step 3

Choose your newsletter version

Standard       Premium

## Step 4

Logo options

- Please use the logo and firm details that appeared on our last newsletter (no need to fill in this section)
- We do have our own logo (please email logo in high quality EPS, JPEG or TIFF format to [myorder@practiceadvantage.com.au](mailto:myorder@practiceadvantage.com.au))
- We do not have a logo, so please type our firm name in the front page space.

## Step 5

Staff and office details for your panel

(Use a separate sheet for additional names - we suggest you limit the total number of contacts displayed to 6)

### Displayed names

Name \_\_\_\_\_ Position (please circle) Principal / Director / Associate

Name \_\_\_\_\_ Position (please circle) Principal / Director / Associate

Name \_\_\_\_\_ Position (please circle) Principal / Director / Associate

Name \_\_\_\_\_ Position (please circle) Principal / Director / Associate

Name \_\_\_\_\_ Position (please circle) Principal / Director / Associate

Name \_\_\_\_\_ Position (please circle) Principal / Director / Associate

Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Phone number \_\_\_\_\_ Fax number \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## Step 6

Professional services details for your panel

(Please limit to 25 characters)

### Professional services

1. \_\_\_\_\_ 4. \_\_\_\_\_

2. \_\_\_\_\_ 5. \_\_\_\_\_

3. \_\_\_\_\_ 6. \_\_\_\_\_

### Step 7

Association logo displayed on your newsletter (optional)

We are a member of the following professional association and would like their logo to appear on our newsletter:

- ICAA                       CPA                       IPA
- ATMA                       TIA                       NTAA
- Other\* \_\_\_\_\_ \*Please email logo to [myorder@practiceadvantage.com.au](mailto:myorder@practiceadvantage.com.au)
- Please insert the following limited liability statement into my newsletter:  
"Liability limited by a scheme approved under Professional Standards Legislation."

### Step 8

Colour matching - only required if you have ordered Premium

In order to best match the colour scheme of your newsletter to your logo or firm colours, please provide us with the details of the colours used. It is best to give colours as their CMYK, RGB or PMS values. If you do not know these, we can take colours closest to your logo.

- 1: \_\_\_\_\_
- 2: \_\_\_\_\_
- 3: \_\_\_\_\_

### Step 9

Person to send the newsletter to and to contact if we have further questions

Name \_\_\_\_\_

Contact email \_\_\_\_\_

Firm name \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Step 10

Please check your details

So that we are able to prepare your newsletter promptly and accurately, please ensure **that all details required above are completed.**

### Step 11

Send us your order and logo

Please send your order form by fax or email. If you have ordered **Standard** or **Premium**, please send your logo by email.

**FAX:** 1300 853 181                      **EMAIL:** [myorder@practiceadvantage.com.au](mailto:myorder@practiceadvantage.com.au)

If you have any questions or queries please contact us on:

**TEL:** 1300 853 171

**TERMS:** You may cancel at any time. Refunds are not available for subscriptions paid in advance. Please visit the support centre on our website. Subsequent year pricing provided continuity of subscription is maintained. Subscriptions under a monthly payment plan are automatically renewed unless cancelled. **If you do not receive your newsletter within 21 days of its release date please contact us immediately. We will not refund or credit your payment if you haven't contacted us within 21 days of the release date. For full Terms and Conditions please visit our website - [www.practiceadvantage.com.au](http://www.practiceadvantage.com.au)**

