

Taxing Times

Customized Monthly Newsletter

ASTPS Done-For-You Marketing Tools are available exclusively for current members in good standing. Membership dues for the upcoming cycle must be paid in full prior to placing order.



Stay top-of-mind by sending the ASTPS Taxing Times newsletter to your contacts, clients, referral sources, and prospects.

Successful marketers agree that newsletters are an effective marketing tool with exceptional ROI. The newsletter contains stories of troubled taxpayers, some famous, some not, but all are interesting. ASTPS Members are able to utilize the services of our design team to create a customized newsletter template. Each month, we send the Taxing Times subscriber a print-ready PDF file with the updated articles – ready to be printed, mailed, or posted online.

Annual Subscription Options >> Standard 4 Page Newsletter

Pay Monthly..... \$147/mo [SAVE \$147] Full Year (12 issues) - Get One Month FREE \$1617 + One Time Set Up..... \$197

Select Template Format

11 x 17 Half Fold  11 x 17 Half + Tri-Fold [SELF-MAILER] *  8.5 x 11 / "web friendly" 

OPTIONAL ADD-ON

Select Additional Template Format >> Pricing Per Additional Version..... \$87/mo

11 x 17 Half Fold  11 x 17 Half + Tri-Fold [SELF-MAILER] *  8.5 x 11 / "web friendly" 

* The Tri-Fold [SELF-MAILER] option does not allow space for company's "About" section. Please confirm that your printer/mail house's production capabilities are compatible with this layout.

NOTE: Modification requests beyond the standard setup >> Fee Per Change..... \$47

Custom Content >> Provide as you would like to be displayed in newsletter

Your Name/Title/Designation(s) _____

Company Name _____	Email _____
Phone # _____	Website _____
Address _____	
Additional Associates: Name/Title/Designation(s) [UP TO 4] _____	

Do you offer a Free Consultation? Yes No

Please provide the following >> Email mitchell@astps.org

- | | | | |
|---|--|---|--|
| 1. A 1-2 paragraph bio/company background | 2. Employee headshots [OPTIONAL]
<i>Up to 4 high res photos</i> | 3. High res Logo* [OPTIONAL]
<i>.EPS format is preferred</i> | 4. Branding color palette*
<i>If you have a website, we will use this to reference. Remember - consistency!</i> |
|---|--|---|--|

* If you do not currently have a logo or strong brand/identity developed, let's discuss!

Please charge my Master Card Visa AmEx **TOTAL: \$** _____

Card Number _____ Exp Date _____ Code _____

Signature _____ Date _____

Template Set Up Options

Select which fold option suits your distribution needs best.

1

11x17 Half Fold



Self-explanatory, the half fold, gives you an easy to open, “book style” fold. This fold is just right for 4 page newsletters.



2

8.5x11 / Web-Friendly Set Up*



Though not recommended as the ideal layout for newsletters, this template allows for convenient printing.



** This template is provided in the preferred format for online viewing of the newsletter.*

3

11x17 Half / Tri-Fold



This fold is perfect for newsletters. This is a great way to accommodate a larger sheet, in this case an 11” x 17”, and fit it into a #10 envelope. This may also be sent out as a “self-mailer”, since the blank panel allows for addressed to be printed directly on the newsletter.



Note: The Tri-Fold template option does not allow space for Bio section.



Tri-Fold
on 11x17



Half-Fold
on 11x17