



# Beyond THE NUMBER\$...

A Publication of **YOUR CPA Firm**  
Summer 2019

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## Why a newsletter?



**BEYOND THE NUMBER\$** is published for CPAs who understand the benefit of a timely newsletter but don't have the time or staff to produce one themselves.

Nothing beats a tangible material object, like a newsletter, to represent your firm. Your clients are likely staring at a screen 24/7, overwhelmed with unread emails. Put something in their hand they can read while drinking their morning coffee or taking a digital devices diversion or...perhaps relaxing in the proverbial *reading room* (just sayin').

With a personalized quarterly newsletter, you can be in

front of your clients and prospects with timely, useful information. It also makes a great takeaway as part of a proposal package or when presenting to a group.

Articles feature topics that matter to your clients: business and personal taxes, money management, tips on retirement and college savings, and overall fiscal fitness.

## How it works...

Your newsletter, customized with your firm's logo, latest news, and contact information, drives clients and prospects to your social media and website and includes:

- 4 pages
- Full color
- Stock photography
- Printing
- Timely, client-friendly and useful stories, professionally written and designed by a writing and graphics team with two decades' publishing for CPAs

- Additional services available:
- Custom folding
  - Complete bulk mail services
  - Pdf version

Quantity	Quarterly Pricing (One Year Minimum)
250	\$585
500	\$965
750	\$1275
1000	\$1590

\*Set-up fee (one-time): \$185

