

Tax Report Newsletter

Company Name _____
 Shipping Address (No PO boxes) _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____ Company Representative _____
 Special Instructions _____

Imprint Options *Choose one option only.*

- No Imprint**
- Custom Imprint** *Check all that apply.*
- Set type for imprint as shown below or as attached Hardcopy of photo enclosed (no screens)
- Disk with art for imprint enclosed Artwork e-mailed to Newkirk at info@newkirk.com
- Artwork for imprint on file at Newkirk
- Basic Imprint** *Print the wording for your imprint below or attach a separate sheet of paper.*

Quantity

Quantity per printed issue _____
 Number of issues per year (minimum of 4) _____

Issues *Choose at least four.*

- January May September
 March July November

Payment Must Accompany Your Order

Payment by credit card only. No checks accepted. Your credit card will be charged each time the newsletter is distributed.

- VISA American Express
 MasterCard

Please include sales tax in AL, AZ, CO, CT, FL, GA, IL, IA, LA, MD, MA, MI, MN, MS, MO, NJ, NC, OH, OK, PA, RI, SC, TN, TX, VT, WA, WI.

Order By Mail if you are sending artwork for your imprint.
 Mail to Newkirk, 15 Corporate Circle, Albany, NY 12203.

Order By Fax at 518-862-3355 if you are not sending artwork for your imprint.

Order online now at www.npi-opus.com.

Questions?  **Call 800-525-4237**
 or e-mail info@newkirk.com.

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Although efforts are made to comply with legal and regulatory requirements for the presentation of information contained in this publication, Newkirk Products, Inc. makes no representation or warranty as to the legal or regulatory sufficiency.

Custom Imprint Option

- ▶ Can include logos, photo, and special typefaces
- ▶ Imprint in black at the top of page one
- ▶ Custom article available on page one
- ▶ Set up for self-mailer

Your imprint information is printed in black. You supply Newkirk with the artwork for your imprint size of 1 7/8" W x 3 1/4" H, or Newkirk will set type for your imprint for a \$50 set-up fee. Proofs will be sent. A custom article is available on the right column of page one, under your imprint. If a custom article is not provided, a default article will be used. See reverse side of this order form for photo, logo, and custom article requirements.

Basic Imprint Option

- ▶ Custom article available on page one
- ▶ Set up for self-mailer

With this option, your imprint information is printed in black at the top of page one in the standard type style, or Newkirk will set type for your imprint for a \$50 set-up fee. Proofs will be sent. A custom article is available on the right column of page one, under your imprint. If a custom article is not provided, a default article will be used. See reverse side of this order form for custom article requirements.

Specifications. Four pages printed in full color on quality paper and folded to fit a standard #10 business envelope.

Distribution. Print only. Bulk ship only. Add 8% for shipping and handling (\$7.50 minimum), plus applicable sales tax.

Cutoff Date. Cutoff date for new orders or changes to your imprint: seventh day (or the next working day if the seventh day falls on a non-working day) of the month two months prior to the issue date. For example, the cutoff for the September issue is in July.

Pricing*	
PRINT QUANTITY	UNIT COST
50 - 99	\$.85
100 - 249	.65
250 - 499	.50
500 - 999	.45
1,000 or more	.35

* Does not include applicable sales tax.
 Minimum quantity of 50 per issue.
 Initial set-up fee for imprint typeset by Newkirk: \$50
 Newkirk typeset changes to imprint or custom article: \$25

Customize your **Tax Report** newsletter with the OPUS® Plus Plan. The Plus Plan includes the printed version of the newsletter, an Internet/HTML version, and an e-mail link to the Internet/HTML version. Mailing list maintenance and laser addressing are also available at no additional cost. Call 800-525-4237 for details.

OFFICE USE ONLY:	D:	C:	O:	JT:
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Photo/Artwork Specifications

If you are supplying artwork for your imprint:

- All artwork is in black and white, no color.
- Maximum size for entire imprint area is 1 7/8" W x 3 1/4" H, top right hand side of page one.

Logo Requirements:

- Electronic file — provide vector art EPS file or high-quality 300 dpi (dots per inch) TIF.
- Hardcopy — provide high-quality, high-contrast physical copy. Your letterhead or a black and white stat is usually sufficient. No foiled or embossed logos.

Photo Requirements:

- To include your picture in the imprint, high-quality photographs will ensure the best results. Professional portrait photographs are preferred. **Hints for the photographer:** Uniform lighting will minimize facial contrast and shadows and improve the end results. A light-colored, neutral background will complement the portrait.
- Electronic file — provide a 300 dpi grayscale TIF. (JPG, GIF, and Bitmap file formats are not acceptable.) To create the photo file, use a desktop scanner. Create a portrait (from mid-chest or shoulders up) by cropping the excess image area. Scan the photo at 300 dpi and save it as a grayscale TIF file (not RGB or color) approximately 1" W x 1 1/2" H in size.

- Hardcopy — if you prefer to have Newkirk scan your photograph, send a 5" W x 7" H high-quality, professionally shot glossy print. Photos may be either color or black and white. Polaroids and one-hour photos are of poor quality and should not be used.

Custom Article Specifications

If you are creating a custom article:

- The custom article dimensions are 1.86" W x 6.61" H.
- The custom article can be approximately 650 characters (150 words) or less.
- The custom article can be provided to Newkirk in the following manner:
 - Upload a TIF, JPG, or Bitmap (300 dpi) file to your account on www.npi-opus.com.
 - Manually enter the article text into your account on www.npi-opus.com. **Note:** Newkirk will not proof your custom article and you will not be provided with a proof. The article text must be proofed online.
 - Newkirk will typeset your initial imprint and custom article text, and provide you with a proof, for a \$50 set-up fee. Changes to your imprint or article on subsequent issues will cost \$25.
- The cutoff date for the custom article is the seventh day of the month, two months prior to the issue date. For example, the cutoff for the September issue is in July.
- If you do not provide a custom article for each issue, the default article will be used.

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PRINTED NEWSLETTER AGREEMENT

Terms:

1. Changes in Account specifications may be made for subsequent issues with 60 days' written notice. Substantial alterations in original art specifications, however, may require a service charge to cover costs.
2. This agreement may be cancelled during the original publishing period by providing 60 days' written notice. However, a cancellation charge, not to exceed 15% of the total publishing services, will be made to reimburse Newkirk for prepaid expenses incurred in fulfilling this agreement.
3. This agreement is automatically renewed on an issue-to-issue basis after the original period of publication has expired unless Newkirk is otherwise notified. Cancellation is accepted upon 60 days' written notice. Prices on issues prepared subsequent to the original publishing period are subject to change upon 60 days' written notice.
4. This agreement and its attachments may be amended from time to time by mutual agreement.
5. This agreement may be assigned by Newkirk without prior written approval.
6. Newkirk disclaims all warranties in regard to this publication except as to its title thereto and noninfringement of any copyright. Although efforts are made to comply with legal and regulatory requirements for the presentation of information contained in the newsletters, Newkirk makes no representation or warranty as to the legal or regulatory sufficiency. In no event shall Newkirk be liable to Account for any consequential or punitive damages hereunder. Under no circumstances will Newkirk be liable to Account in an amount exceeding the amount paid by the Account under this agreement.
7. This agreement, dated _____, covers the period of publication from _____ to _____ (one year).

Accepted by _____

Accepted by _____

For Newkirk Products, Inc. ("Newkirk")

For _____

Dated _____

Dated _____