

# Legal Client Newsletter / Blog Content Service

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## Newsletter Service

The Legal Client Newsletter has been running for over 30 years and in that time has provided legal firms with an economical and convenient way to maintain client contact and promote their services via a newsletter.

The newsletter articles are written by practising business advisory professionals, as well other contributors, to encompass a variety of topics that will not only assist clients in their business and commercial interests, but also be of value to their personal lives.

This service allows you to save the resources required to write/format a newsletter in-house, and you can still add your own content. The options below enable you to do as little or as much customisation as you wish.

**How it works:** the newsletter is published quarterly (February, May, August, November) and is available in the subscription options outlined below. All options have four main articles and two news snippets, and in the case of options 1 and 2 an additional article is provided. The additional article can be used to replace one of the four main articles in the four-page A4 newsletter template, or as additional content.

Options 1 and 3 are formatted as four A4 pages, which can be distributed as a PDF, or printed/copied to form a double-sided A3 booklet with space for your firm's letterhead and contact details.

## Subscription Options

### 1. Microsoft Word Formatted



The Microsoft (MS) Word version of the newsletter comes as a four-page A4 Word document with four articles, two news snippets, all formatted with images. This Standard A4 template is formatted ready for printing to paper or PDF. Using the template provided, you can add your letterhead, business updates, content and graphics specific to your firm. Also included is a fifth additional article which can be used to replace one of the four main articles in the four-page A4 template, or as additional content.

### 2. Text Only



The Text Only option provides the newsletter content as text only and will suit those who prefer to design/format their own communications. This option comes with five articles and two news snippets, however, the images included in the Standard A4 template are not included with this subscription.

### 3. Read Only



The Read Only option gives you the Standard A4 newsletter in PDF format, with four articles and two news snippets, all formatted with images. The PDF can be printed, emailed, or uploaded to your website. With this version of the newsletter, you will not be able to make any changes to the format, text or add your firm's header to the PDF. If you wish to have your firm's header/footer inserted into the PDF, you will need to add the 'Standard personalisation' option when completing your subscription.

## Personalisation

If you need to make changes to your newsletter, a personalisation service is available. The type of personalisation that can be applied is dependent on the newsletter option you choose - as outlined below.

**Standard personalisation** (header/footer): the newsletter can be personalised with the header/footer you supply. You can add this personalisation option (set fee) as part of your subscription. Standard personalisation can be added for options 1 and 3 above.

**Advanced personalisation:** Advanced personalisation can include: changing the articles or layout of the newsletter, adding additional text content or images. This service is charged at an hourly rate. You do not need to select this as a subscription option as it is typically utilised when required. Advanced personalisation is not available for the Read Only subscription (Option 3).

## Additional Information

For additional information, including the quarterly publication dates, an example newsletter, and an online subscription/web form, please visit <https://artinianconsulting.co.nz/newsletter-service/>.

# 2025 Legal Client Newsletter Subscription Form

## Contact Details

Contact person \_\_\_\_\_

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

Postal address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Comments \_\_\_\_\_

## Subscription Options & Fee – 3/4 Year Subscription: 3 editions (May, Aug, Nov), or May only

**Choose version:** how you will address readers ☐ "I advise" (Sole) ☐ "We advise." (Partnership)

☐ **MS WORD \$520** Newsletter comes preformatted in MS Word as 4 A4 pages, which you can customise and add content/updates specific to your office and clients. [ \$130 + GST per Edition ]

☐ **TEXT ONLY \$450** Content provided as text only for those who prefer to design/format their own communications. No images are included with this option. [ \$113 + GST per Edition ]

☐ **READ ONLY \$370** Comes as a PDF document and will suit those not needing to make changes to the newsletter. Standard Personalisation is available. [ \$93 + GST per Edition ]

## Personalisation Service

☐ Standard Personalisation — header/footer added @\$199 + GST per annum for all 4 issues (payable on registration, in addition to subscription fee)

☐ Advanced Personalisation — additional content and other customisation @\$79 + GST per hour (payable on a per issue basis)

## Purchase – 3/4 year subscription (3/4 of annual fee, e.g. \$390 MS Word) or May edition only.

☐ 3/4 year (May, Aug, Nov editions) invoiced quarterly or ☐ May edition only

Payment is by invoice - if you require a purchase order# please enter here \_\_\_\_\_

## Term & Conditions

**By completing and returning this form you agree to the following Terms and Conditions.**

**Payment** - you agree to pay your account in full. If you do not pay your account by the due date (20th of the month following invoice) Artinian Consulting may suspend or restrict its services to you and require you to pay any additional fees that are incurred internally or externally in order to collect the money owed.

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