



# OPUS<sup>®</sup> PARTNERSHIP PROGRAM

Newkirk's Online Publication Utility System

## What is OPUS®?

OPUS (Online Publication Utility System) is Newkirk's innovative online platform for the production and distribution of promotional marketing communications. Designed to streamline the publications management process — saving time and money — without the need for any special software or hardware. An Internet connection and a desire to offer quality marketing materials are all that is needed to get started.

### Newkirk Publication Partners

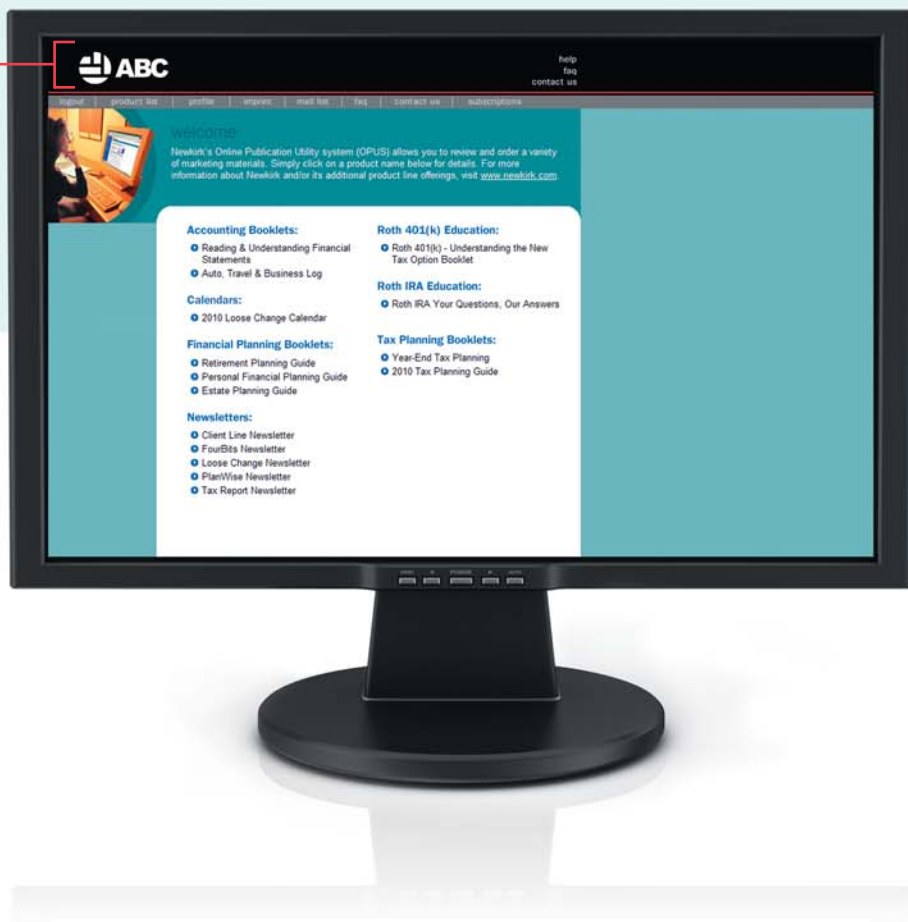
Newkirk offers umbrella organizations of professional firms the opportunity to become a Newkirk Publication Partner. As a Newkirk Publication Partner, an organization can secure discounted pricing for its members and assistance promoting the service.

### As a Newkirk Publication Partner, you can:

- Customize your OPUS website — featuring your company's name and logo, company-specific FAQs, etc.
- Choose which Newkirk publications to offer — tax planning, financial planning, and retirement planning available.
- Receive lower publication prices.



Customize your OPUS website

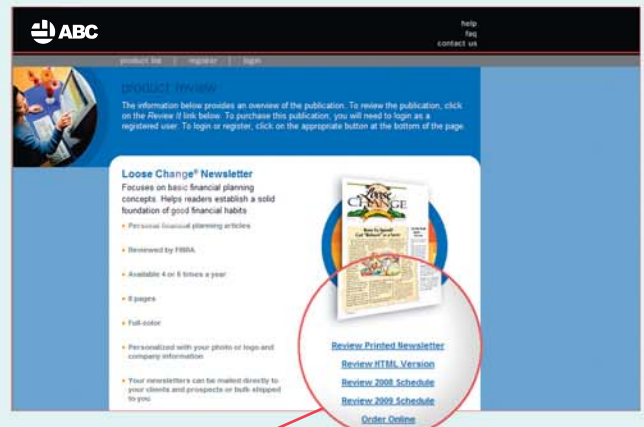


## With OPUS, users can:

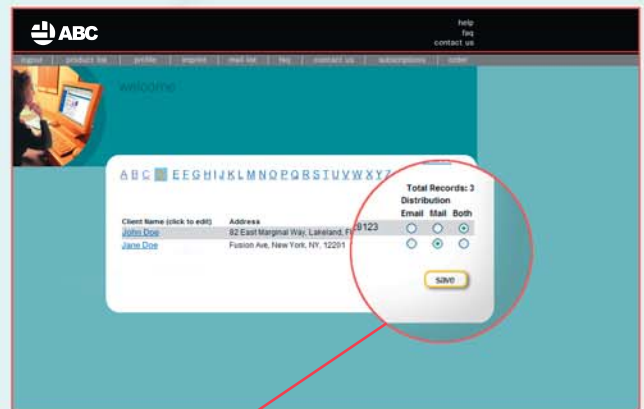
- Review a wide variety of Newkirk financial publications.
- Select the publication(s) that best satisfies their client-communications requirements.
- Set up a personalized imprint for incorporation into publications.
- Prepare a custom article for inclusion in newsletters.
- Distribute their newsletter via e-mail notification.
- Post an HTML version of their publication to their website.
- Manage mailing lists — both direct and e-mail.
- Specify newsletter quantities to be shipped to their office for distribution as handouts.
- Get started quickly and easily — no special software or hardware is required.

## About Newkirk

For over 35 years, Newkirk has been a trusted resource for marketing communications that tax and financial professionals depend on to grow their businesses. Our editorial staff of CFPs, CPAs, tax attorneys, and financial professionals understand your business and your specific needs and know how to make difficult topics understandable to the average reader.



Review products online



Manage mailing lists

## Getting started

To take advantage of the many benefits of OPUS, contact **Donna Wilgocki** at **518-862-3328** or **dwilgocki@newkirk.com**. Visit us online at **www.newkirk.com**.

