



ACCA

**ACCA ACCESS**

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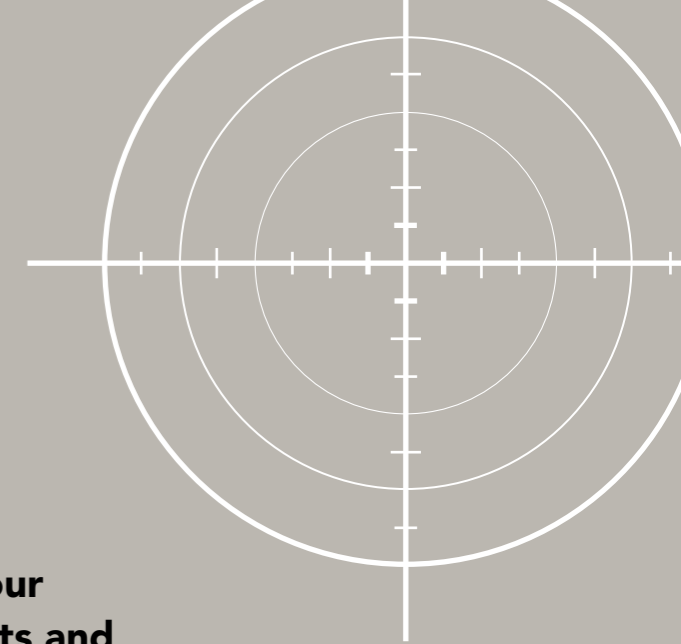
**ACCA Access is a direct mailing service which offers businesses, registered CPD providers, recruitment agencies and tuition providers registered under ACCA's Approved Learning Providers – Student Tuition programme with a high-quality mailing service through which you can promote your products and services.**

You have the choice of contacting our international network of students, affiliates and members either by post or by e-mail.

Whatever your decision you can be guaranteed of receiving the following key benefits:

- **targeted communications** – tell us who you would like to reach and we will match our list to your requirements
- **high-quality data** – we can help ensure your mailings reach the right people
- **responsive audiences** – we only list those who have asked to be included in the service
- **cost effective service** – your list can be tailored to ensure your direct mail budget is spent effectively and on reaching the right people
- **efficient service** – once you have identified your target audience, we will provide a count and quotation within two working days.

## ACCESS YOUR TARGET AUDIENCE



**We can help you to identify and reach your target audience to promote your products and services to the following groups:**

### ACCA STUDENTS

Individuals who have registered with ACCA and are studying for the ACCA Qualification.

### ACCA AFFILIATES

Individuals who have successfully completed the ACCA Qualification but have not yet obtained relevant practical experience to be admitted to ACCA membership.

### ACCA MEMBERS

Individuals who have successfully completed the ACCA Qualification and have achieved the necessary relevant practical experience to be admitted to ACCA membership.

### CAT STUDENTS

Individuals who have registered and are studying for ACCA's Certified Accounting Technician (CAT) exams.

### CAT GRADUATES

Individuals who have successfully completed all levels of ACCA's Certified Accounting Technician (CAT) exams but have not yet obtained relevant practical experience to be awarded CAT status.

### CAT HOLDERS

Individuals who have successfully completed ACCA's Certified Accounting Technician (CAT) exams and have achieved the necessary relevant practical experience to be awarded CAT status.

### DIPFM STUDENTS/HOLDERS

Individuals who are middle or senior managers from a non-accountancy background who are studying for or hold ACCA's Diploma in Financial Management – a qualification that provides a practical understanding of financial issues.

Mailings can be targeted further by using additional search categories such as employment and business sectors, job category, size of organisation and geographical area.

Please refer to the mailing request form for detailed information on search categories. If the search criteria you are interested in using are not listed, please call +44(0)118 948 2731 to discuss your requirements.

# A STEP-BY-STEP GUIDE TO USING ACCA ACCESS

**Please follow this step-by-step guide to using ACCA Access.  
It will ensure a fast and efficient response to your mailing needs.**

- 1 Using the Mailing Request Form, either e-mail or fax Herald Chase information about your direct mail campaign, including details of the search criteria so we can tell you how many contacts fall into this group. Number counts and quotations for mailing costs are normally provided within two working days. You must specify whether you wish to conduct your mailing by post or e-mail.
- 2 If you are a new user to the service, please sign and return the Statement of Policy and Declaration Form which covers the ACCA Access direct mail policy.
- 3 When you are ready to proceed with your mailing, please send an advance copy of the material you intend to distribute,

as you will need to gain approval for the material you intend to mail. Please ensure the following disclaimer statement is included in your material, prior to submitting for approval:

*Distribution of this document does not imply any endorsement or responsibility on the part of ACCA. Responsibility for the accuracy of any statement or information contained in this document is solely the responsibility of the publisher.*

- 4 If you are planning to mail by post it is strongly advised that you obtain approval for your material prior to a full print run, in case amendments are requested. You must sign and return the Disclaimer Form as Herald Chase will need to receive this prior to dispatching your mailing labels.

- 5 Electronic mailings can be sent in plain text or html. Please be aware that not all recipients will be able to receive html communications. It is not possible to include attachments as part of the e-mail.

As well as the disclaimer above, a standard opt-out disclaimer will be included on all electronic communications.

*This e-mail has been sent to you as you have opted into the ACCA third party mailing service. However ACCA respects your privacy and if you would like to unsubscribe from receiving e-mails from this company please use the following link:*

Please note that if you wish to mail to students, the service is unavailable for three weeks prior to the publication of ACCA exam results. The final postal dates for mailings to students prior to the release of the exam results are the last working days in January and July. This restriction does not affect mailings to ACCA members and affiliates.

**ACCA Access is administered on behalf of ACCA by Herald Chase – one of the UK's leading mailing houses, with over 10 years' experience in direct mail.**

# MAILING COSTS

The costs involved for using the mailing service are detailed below and are applicable only if you proceed with your direct mailing campaign. There is no charge for requesting number counts.

## ADDRESS LABELS

£230 per 1,000 address labels for orders containing up to 10,000 contacts.  
£180 per 1,000 address labels where order exceeds 10,000 contacts  
£200 per 0–500 address labels  
£250 per 501–1,000 address labels

## POSTAGE

Herald Chase will courier the labels to you and courier costs charged to your organisation.

## ELECTRONIC MAILINGS

£400 per 1,000 e-mail addresses

## PAYMENT

Payment will be required in advance of your mailing being despatched. A proforma invoice will be issued for the full cost of your mailing, upon approval of the material you intend to distribute.

You can make payment by credit card or a sterling cheque, made payable to Herald Chase, which must be sent promptly to avoid a delay in the despatch of your mailing labels.

## DISCLAIMER

ACCA and Herald Chase shall not be liable for any delay, failure in performance, loss of profit or other costs resulting directly or indirectly from any cause beyond its reasonable control which prevents, hinders or restricts performance of its obligations, including without limitation, war declared, fire, flood, accident, explosion, lawful Government orders, regulations, restrictions or strikes.

ACCA will not be responsible for any acts, omissions or delays that occur as the result of the mailing house.

ACCA Access is offered on a discretionary basis and is serviced by Herald Chase. ACCA reserves the right to withhold these services.

## CONTACT

To discuss your mailing requirements please contact Herald Chase using the following details:

Herald Chase Limited  
Unit 4A, Paddock Road, Caversham, Reading, Berkshire RG4 5BY  
tel: +44 (0)118 948 2731  
fax: +44 (0)118 947 2009  
e-mail: [acca@heraldchase.com](mailto:acca@heraldchase.com)

# ABOUT

ACCA (the Association of Chartered Certified Accountants) is the **global body** for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of **application, ability and ambition** around the world who seek a rewarding career in accountancy, finance and management.

We support our **122,000** members and **325,000** students throughout their careers, providing services through a network of 80 offices and centres. Our **global infrastructure** means that exams and support are delivered – and **reputation and influence** developed – at a local level, directly benefiting stakeholders wherever they are based, or plan to move to, in pursuit of new career opportunities.

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