

Newspaper Ads and Radio Scripts to Promote Your Business

Newspaper Ads

Publication 3451

Sizes: 4 1/2 x 2 1/2" and 2 1/16 x 5"

only on the web

To run your own advertising message, take these ads to your local newspaper or have them download electronic files of the ads directly from our web site, www.irs.gov.

They can reproduce these black and white layouts. Simply add your name, address and web site at the bottom of the ad.



Radio Scripts

Payments

Publication 3138

Refunds

Publication 3012

only on the web

Local radio advertising is a great way to reach a wide audience—and establish your name as an Authorized IRS *e-file* Provider. Download the scripts from our web site, www.irs.gov.

Call the Advertising Sales Manager at your local radio stations to schedule 60-second or 30-second spots, or both.

The scripts are designed for your local announcer to read live, filling in your name and phone number.

Get more—they're free!

get more on the web

IRS e-file Marketing Tools Order Form

Please send to:

Name _____
 Address _____
 City/State/Zip _____
 Phone _____

I want to order the following FREE materials:

Item	Catalog No.	Title (description)	Quantity	
Pub.	3850	216404	200 e-file poster—article (17 x 20)	
Pub.	3138	262200	200 e-file poster—payments (17 x 20)	
Pub.	3452	283810	Questions and answers about Tax professionals	
Pub.	3009	281287	200 e-file provider window/door decal	
Pub.	3009	281288	200 e-file provider window/door sign	
Pub.	3010	281289	200 e-file provider 10 stickers per sheet—quantity order of sheets	
Pub.	2043	244524	200 e-file provider cycle book	
Pub.	3077	281271	Questions and answers brochure for taxpayers	
Pub.	3611	284626	Electronic taxpayer option brochure for taxpayers	

To Place Your Order:
 When placing an order by phone or fax, please identify yourself as a practitioner to obtain bulk orders.
Call Toll Free: 1-800-829-3676
Fax: 1-703-368-6656 (phone directly from a fax machine)
Download From Internet: www.irs.gov
Note: Send this form to your nearest IRS Distribution Center

Western Area Distribution Center
 4500 S. Bascom
 San Jose, CA 95128-0001

Central part of the U.S.
 Central Area Distribution Center
 410 S.W. 89th
 Bloomington, IL 61702-8909

Eastern part of the U.S.
 Eastern Area Distribution Center
 P.O. Box 2722
 Richmond, VA 23261-7122

Order Form

Form 11379

All the items listed on this form are free to you from the IRS. They're designed to help build your business as an Authorized IRS *e-file* Provider.

To place an order for more of these free materials, complete the top of the form and indicate the quantities requested in the blanks. Mail the form to the IRS or call the toll-free number.



TEN
WAYS TO
ATTRACT
AND
KEEP
CLIENTS

Look Inside
For Your
Marketing
Tools ▶



Department of the Treasury
Internal Revenue Service

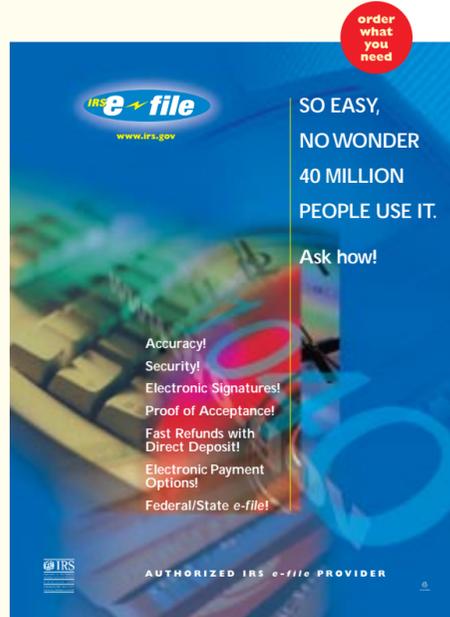
www.irs.gov

Publication 3133 (Rev. 10-01)
Catalog Number 26206Q



ONLY FOR AUTHORIZED IRS e-file PROVIDERS

order what you need



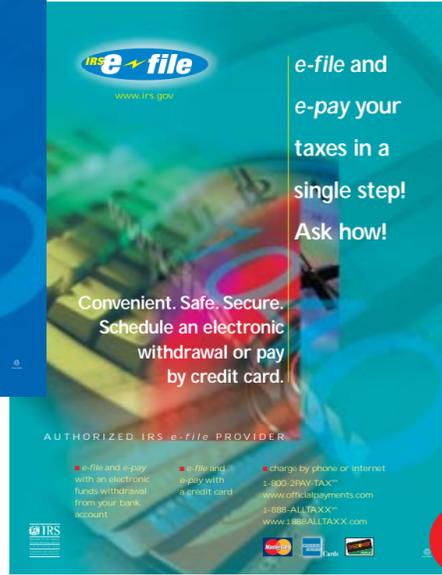
SO EASY, NO WONDER 40 MILLION PEOPLE USE IT.

Ask how!

Accuracy!
Security!
Electronic Signatures!
Proof of Acceptance!
Fast Refunds with Direct Deposit!
Electronic Payment Options!
Federal/State e-file!

AUTHORIZED IRS e-file PROVIDER

order what you need



e-file and e-pay your taxes in a single step!

Ask how!

Convenient. Safe. Secure. Schedule an electronic withdrawal or pay by credit card.

AUTHORIZED IRS e-file PROVIDER

e-file and e-pay with an electronic funds withdrawal from your bank account

e-file and e-pay with a credit card

charge by phone or internet 1-800-2PAYTAX
www.irs.gov

1-888-ALLTAXX
www.1888ALLTAXX.com

order what you need

To Get these Marketing Tools

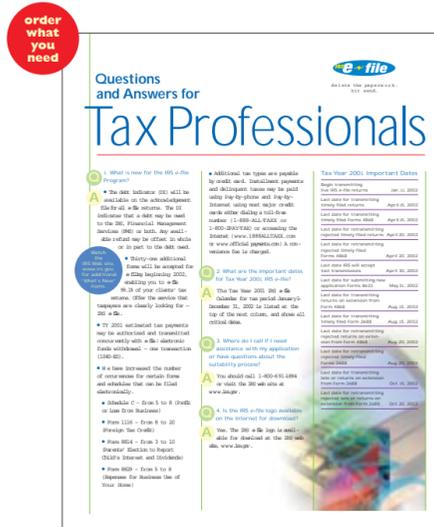
order what you need Use the order form included in this kit (Form 13379) to request these items.

only on the Web You can order additional copies of the Refund Cycle Chart using Form 11379, included in this kit, or download it from our web site, www.irs.gov.

order or download These ads, scripts, and postcard templates are available only on our web site, www.irs.gov.

get more on the web Need additional order forms? Get Form 11379 on our web site, www.irs.gov.

order what you need



Questions and Answers for Tax Professionals

Let us help you answer the questions your clients are asking. This brochure provides answers to the most common questions tax professionals ask about e-file and e-pay. It also includes information about the new 2002 refund cycle chart and the new 2002 tax return due dates.

1. What is new for the IRS e-file program?
The IRS e-file program will be available on the e-file website. The IRS e-file website is the only place where you can file your return electronically. The IRS e-file website is available at www.irs.gov/efile.

2. What are the important dates for the 2002 refund cycle?
The 2002 refund cycle begins on January 15, 2002. The IRS will begin processing returns on January 15, 2002. The IRS will begin issuing refunds on January 15, 2002. The IRS will begin issuing direct deposits on January 15, 2002. The IRS will begin issuing paper checks on January 15, 2002.

3. What are the important dates for the 2002 tax return due dates?
The 2002 tax return due date is April 15, 2002. The IRS will begin processing returns on April 15, 2002. The IRS will begin issuing refunds on April 15, 2002. The IRS will begin issuing direct deposits on April 15, 2002. The IRS will begin issuing paper checks on April 15, 2002.

4. How can I get more information about e-file and e-pay?
You can get more information about e-file and e-pay by visiting the IRS e-file website at www.irs.gov/efile. You can also call the IRS e-file helpline at 1-800-2PAYTAX.

Posters

Refunds Publication 1860

Payments Publication 3139

Display both posters on your walls and windows—one for people getting a refund and one for those with a balance due.

Size: 17x22

Window/Door Decal

Publication 3008

Put this eye-catching decal on your window or door. Let prospective clients know that you're authorized to e-file their tax returns electronically to the IRS.

Easel-Backed Desk Sign

Publication 3009

Identify yourself as an Authorized IRS e-file Provider to your clients.



order what you need



IRS e-file Stickers

Publication 3010

Attach these handy peel and stick labels to all client correspondence, including each return you prepare to identify that it was filed using IRS e-file.

order what you need

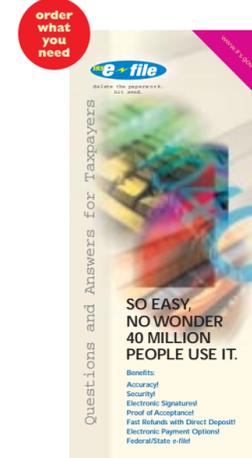


Electronic Payment Option Brochure

Publication 3611

Give this brochure to clients making payments. Three types of taxes can be paid by electronic funds withdrawal or credit card. The brochure answers many questions.

order what you need



Questions and Answers for Taxpayers

Publication 3007

Send this helpful information to new prospects as well as clients. Place it in your lobby for clients to read. It describes IRS e-file and lists the benefits of using IRS e-file.

Questions and Answers for Tax Professionals

Publication 3452

Find out what's new for Authorized IRS e-file Providers and get answers to commonly asked questions by EROs.

IRS e-file 2002 Refund Cycle Chart

Transmitted and accepted (by Return Preparer)	Direct Deposit	Paper Check Mailed*	Transmitted and accepted (by Return Preparer)	Direct Deposit	Paper Check Mailed*
Jan 15 and Jan 17, 2002	Jan 25, 2002	Feb 1, 2002	Jan 15 and Jan 17, 2002	Jan 25, 2002	Jan 25, 2002
Jan 24 and Jan 26, 2002	Feb 1, 2002	Feb 6, 2002	Jan 24 and Jan 26, 2002	Feb 1, 2002	Feb 6, 2002
Feb 14 and Feb 16, 2002	Feb 1, 2002	Feb 6, 2002	Feb 14 and Feb 16, 2002	Feb 1, 2002	Feb 6, 2002
Feb 21 and Feb 23, 2002	Feb 1, 2002	Feb 6, 2002	Feb 21 and Feb 23, 2002	Feb 1, 2002	Feb 6, 2002
Mar 7 and Mar 9, 2002	Mar 1, 2002	Mar 6, 2002	Mar 7 and Mar 9, 2002	Mar 1, 2002	Mar 6, 2002
Mar 14 and Mar 16, 2002	Mar 1, 2002	Mar 6, 2002	Mar 14 and Mar 16, 2002	Mar 1, 2002	Mar 6, 2002
Mar 21 and Mar 23, 2002	Mar 1, 2002	Mar 6, 2002	Mar 21 and Mar 23, 2002	Mar 1, 2002	Mar 6, 2002
Apr 7 and Apr 9, 2002	Apr 1, 2002	Apr 6, 2002	Apr 7 and Apr 9, 2002	Apr 1, 2002	Apr 6, 2002
Apr 14 and Apr 16, 2002	Apr 1, 2002	Apr 6, 2002	Apr 14 and Apr 16, 2002	Apr 1, 2002	Apr 6, 2002
Apr 21 and Apr 23, 2002	Apr 1, 2002	Apr 6, 2002	Apr 21 and Apr 23, 2002	Apr 1, 2002	Apr 6, 2002
May 7 and May 9, 2002	May 1, 2002	May 6, 2002	May 7 and May 9, 2002	May 1, 2002	May 6, 2002
May 14 and May 16, 2002	May 1, 2002	May 6, 2002	May 14 and May 16, 2002	May 1, 2002	May 6, 2002
May 21 and May 23, 2002	May 1, 2002	May 6, 2002	May 21 and May 23, 2002	May 1, 2002	May 6, 2002
Jun 7 and Jun 9, 2002	Jun 1, 2002	Jun 6, 2002	Jun 7 and Jun 9, 2002	Jun 1, 2002	Jun 6, 2002
Jun 14 and Jun 16, 2002	Jun 1, 2002	Jun 6, 2002	Jun 14 and Jun 16, 2002	Jun 1, 2002	Jun 6, 2002
Jun 21 and Jun 23, 2002	Jun 1, 2002	Jun 6, 2002	Jun 21 and Jun 23, 2002	Jun 1, 2002	Jun 6, 2002
Jul 7 and Jul 9, 2002	Jul 1, 2002	Jul 6, 2002	Jul 7 and Jul 9, 2002	Jul 1, 2002	Jul 6, 2002
Jul 14 and Jul 16, 2002	Jul 1, 2002	Jul 6, 2002	Jul 14 and Jul 16, 2002	Jul 1, 2002	Jul 6, 2002
Jul 21 and Jul 23, 2002	Jul 1, 2002	Jul 6, 2002	Jul 21 and Jul 23, 2002	Jul 1, 2002	Jul 6, 2002
Aug 7 and Aug 9, 2002	Aug 1, 2002	Aug 6, 2002	Aug 7 and Aug 9, 2002	Aug 1, 2002	Aug 6, 2002
Aug 14 and Aug 16, 2002	Aug 1, 2002	Aug 6, 2002	Aug 14 and Aug 16, 2002	Aug 1, 2002	Aug 6, 2002
Aug 21 and Aug 23, 2002	Aug 1, 2002	Aug 6, 2002	Aug 21 and Aug 23, 2002	Aug 1, 2002	Aug 6, 2002
Sep 7 and Sep 9, 2002	Sep 1, 2002	Sep 6, 2002	Sep 7 and Sep 9, 2002	Sep 1, 2002	Sep 6, 2002
Sep 14 and Sep 16, 2002	Sep 1, 2002	Sep 6, 2002	Sep 14 and Sep 16, 2002	Sep 1, 2002	Sep 6, 2002
Sep 21 and Sep 23, 2002	Sep 1, 2002	Sep 6, 2002	Sep 21 and Sep 23, 2002	Sep 1, 2002	Sep 6, 2002
Oct 7 and Oct 9, 2002	Oct 1, 2002	Oct 6, 2002	Oct 7 and Oct 9, 2002	Oct 1, 2002	Oct 6, 2002
Oct 14 and Oct 16, 2002	Oct 1, 2002	Oct 6, 2002	Oct 14 and Oct 16, 2002	Oct 1, 2002	Oct 6, 2002
Oct 21 and Oct 23, 2002	Oct 1, 2002	Oct 6, 2002	Oct 21 and Oct 23, 2002	Oct 1, 2002	Oct 6, 2002
Nov 7 and Nov 9, 2002	Nov 1, 2002	Nov 6, 2002	Nov 7 and Nov 9, 2002	Nov 1, 2002	Nov 6, 2002
Nov 14 and Nov 16, 2002	Nov 1, 2002	Nov 6, 2002	Nov 14 and Nov 16, 2002	Nov 1, 2002	Nov 6, 2002
Nov 21 and Nov 23, 2002	Nov 1, 2002	Nov 6, 2002	Nov 21 and Nov 23, 2002	Nov 1, 2002	Nov 6, 2002
Dec 7 and Dec 9, 2002	Dec 1, 2002	Dec 6, 2002	Dec 7 and Dec 9, 2002	Dec 1, 2002	Dec 6, 2002
Dec 14 and Dec 16, 2002	Dec 1, 2002	Dec 6, 2002	Dec 14 and Dec 16, 2002	Dec 1, 2002	Dec 6, 2002
Dec 21 and Dec 23, 2002	Dec 1, 2002	Dec 6, 2002	Dec 21 and Dec 23, 2002	Dec 1, 2002	Dec 6, 2002

Refund Inquiries

Refund inquiries should wait at least three weeks from the time the electronic return (e-file) is acknowledged as accepted by the IRS. If you have questions about the status of a refund, call toll-free at 1-800-829-4577 (toll free).

Refund Cycle Chart

Publication 2043

Shows the date taxpayers are sent a tax refund based on the date their returns were electronically transmitted to the IRS. Use this handy chart to estimate when your clients will be sent their refunds.

Postcard Mailers

Remind your clients that it's time to file their returns and that IRS e-file is the fastest and safest way to file. For **black and white postcards (Publication 3449)**, either you or your local printing service may download the template from our web site, www.irs.gov.

For **color postcards (Publication 3450)**, either you or your local printing service may download the template from our web site, www.irs.gov.



Reproducible Postcard Art

Let us file your Federal tax return electronically with IRS e-file. It's the fastest and safest way to file your return. The IRS will begin processing returns on January 15, 2002. The IRS will begin issuing refunds on January 15, 2002. The IRS will begin issuing direct deposits on January 15, 2002. The IRS will begin issuing paper checks on January 15, 2002.

SO EASY, NO WONDER 40 MILLION PEOPLE USE IT.

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