



## CheckMark - Advertising that works!

*CheckMark* is the perfect vehicle to reach Ontario's business and financial leaders at highly competitive rates. *CheckMark* circulates four times a year to Ontario's Chartered Accountants, CA students and associate students as well as all Ontario's Members of Provincial Parliament – a readership of 44,000!

### The Publication

*CheckMark* is the official publication of the Institute of Chartered Accountants of Ontario. It offers advertisers:

- Attractive full-colour environment
- Highly-targeted reach
- Extremely competitive rates
- An interested audience – survey shows that 98 per cent of Ontario CAs read the publication
- Option of inserts
- In-house designer who can create your ad at a nominal cost
- Great savings for multiple bookings
- Free inclusion of your ad in online version of *CheckMark* on Institute's website

### Our Readers

*CheckMark* provides advertisers with a highly-targeted reach to a market quite unlike any other. Here's a profile of our readers:

- Affluent and well-educated
- Work in public practice, business, government, education and not-for-profit
- High personal and household incomes
- Most are business and financial leaders with purchasing and decision power

## 2012 Publishing Schedule

Issue	Bookings Deadline	Closing Date	Distribution
Winter	January 11, 2012	January 18, 2012	Mid-February 2012
Spring	March 16, 2012	March 26, 2012	Early May 2012
Summer	June 8, 2012	June 15, 2012	Early August 2012
Autumn	September 14, 2012	September 24, 2012	Early November 2012

## Book Your Ad Now!

Take advantage of this great opportunity to showcase your products, services or business solutions. For more information about advertising in *CheckMark*, please contact Melanie Mohan, Manager, Communications.

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