



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

2011 Publishing Schedule

Issue	Bookings Deadline	Closing Date	Distribution
Winter	January 10, 2011	January 17, 2011	Mid-February 2011
Spring	March 18, 2011	March 25, 2011	Early May 2011
Summer	June 10, 2011	June 17, 2011	Early August 2011
Autumn	September 16, 2011	September 23, 2011	Early November 2011

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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