



## 2011 Inserts

Generate maximum interest by including a stand-alone print piece – or insert – supplied by you, to be included with any of the quarterly CheckMark mailings.

Mailing Options	Distribution Numbers
All Ontario CAs (does not include students) residing in Ontario	29,559
All Ontario CAs & CA students residing in Ontario	34,638
All Ontario CAs & CA students residing in Ontario and other Canadian provinces	36,656
All Ontario CAs & CA students residing in Ontario, other Canadian provinces and the U.S.	37,781

### Custom Inserts

There is no better way to reach a specific segment of Ontario’s CA profession than through the Institute’s targeted mailings.

A database search, which can be broken down by a number of different criteria, can lead you to many of the province’s top business and financial leaders.

For example, you can customize your search by these and/or other parameters:

- Members in industry, public practice, education, etc.
- Geographic region
- Postal code
- Sole practitioners
- Title or designation
- Year that the CA designation was received

### Costs

A final quote will be developed for each client based on the weight, size, shape and number of pages.  
(\$5,000 minimum charge & GST)

**Inserts must be *pre-paid* by VISA, MasterCard, Money Order or Certified Cheque.**

## Contact Information

Melanie Mohan, Manager, Communications  
 Direct: 416-969-4268; Toll free: 1-800-387-0735, ext. 268; E-mail: mmohan@icaoo.on.ca