

# ADVERTISING

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The Canadian Institute of Actuaries (CIA) is the national organization of the actuarial profession in Canada and is dedicated to serving the public through the provision by the profession of actuarial services and advice of the highest quality. The Institute promotes the advancement of actuarial science and sponsors programs for the education and qualification of members and prospective members. It maintains programs to ensure that actuarial services provided by its members meet accepted professional standards. The Institute also provides services to actuaries in Canada to assist them in the discharge of their professional responsibilities.

## CIA Advertising Opportunities

The CIA currently offers two types of advertising opportunities: online and (*e*)*Bulletin*. Please refer to the following information to see how we can satisfy your advertising requirements.

- All ads will be exposed to more than 4,000 Fellows, Affiliates, Associates, and Correspondents of the CIA from Canada, the US, and overseas.
- All ads are published in the language(s) submitted. The CIA does not provide a translation service for advertisements.
- Please send your ads to Jacques Leduc at [jacques.leduc@actuaries.ca](mailto:jacques.leduc@actuaries.ca). He will send the formatted ad to you for your approval and provide you with a price. The size of your ad can be adjusted at that time before posting.

## Online Classified Ads [actuaries.ca/members/classifieds/index\\_e.cfm](http://actuaries.ca/members/classifieds/index_e.cfm)

- All Online Classified Ads are published on the CIA website in a classified format and we do not publish logos.
- All Online Classified Ads must be for specific positions and be targeted towards actuarial employment. We will not accept ads that are generic in nature and the CIA reserves the right to reject any ads that are deemed inappropriate.
- The cost for an Online Classified Ad is \$25.00 (plus 13% HST) per line.
- The deadline is any time within the month and your ad will appear for a 30-day period.
- Please allow up to five working days for your approved ad to be posted.

Materials should be sent to:

Jacques Leduc  
Canadian Institute of Actuaries  
360, Albert Street, Suite 1740  
Ottawa, Ontario, K1R 7X7  
Phone 613.236.8196 Ext. 103  
Fax 613.233.4552  
E-mail: [jacques.leduc@actuaries.ca](mailto:jacques.leduc@actuaries.ca)

### *(e)Bulletin*

- The CIA *(e)Bulletin* is the Institute's monthly newsletter, which provides timely articles and information to over 4,000 Canadian and international actuaries. It is posted to the CIA website and sent electronically to all of the Institute's members. The *(e)Bulletin* is published monthly, except in July and August when we accept only Online Classified Ads.
- For more information on our *(e)Bulletin*, please contact Kim Davies at Naylor Publications at [kdavies@naylor.com](mailto:kdavies@naylor.com) or toll-free at 1-800-665-2456 Ext. 423.

Note: There is no agency discount and the CIA reserves the right to determine whether or not an ad will be permitted in our publications. Payment is due net 30 days of invoice date.