

# ADVERTISING

Document 205107

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 three types of advertising opportunities: Online, e-Bulletin and Beyond Risk Please refer to the following information to see how we can satisfy your advertising requirements.

- All ads will be exposed to more than 3,800 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 Tasha Lebel at <[tasha.lebel@actuaries.ca](mailto:tasha.lebel@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 <[www.actuaries.ca/members/classifieds/index\\_e.cfm](http://www.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- All Online Classified Ads are published on the CIA website in a classified format and we do not publish logos.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 5% GST) per line.
- The deadline is anytime 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:

Tasha Lebel  
Canadian Institute of Actuaries  
800-150 Metcalfe Street  
Ottawa, Ontario, K2P 1P1  
Phone 613.236.8196.110  
Fax 613.233.4552  
E-mail: <[tasha.lebel@actuaries.ca](mailto:tasha.lebel@actuaries.ca)>.

## ***E-Bulletin Ads***

- The CIA e-Bulletin is the Institute's monthly newsletter, which provides timely articles and information to over 3,800 Canadian and international actuaries. It is posted to the CIA website and it is 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 800-665-2456 Ext. 423.

## ***Beyond Risk***

- Send your message directly to Canada's community of professional actuaries with our magazine, Beyond Risk. Please click on the link for more information: <http://www.naylornetwork.com/webkits/PDFs/cia-b.pdf>

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.