

# CA|SOURCE

The key to a successful search

Position your company as an employer of choice for **Canada's 78,000 Chartered Accountants** — **Canada's premier financial professionals.**

A service of The Canadian Institute of Chartered Accountants, CA Source is your most direct link to Canada's leading financial professionals.



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## Recruiting CAs?

### Basic package

SINGLE POSTING \$350

BUNDLE OF 5 \$1,400 (\$280 per posting)

BUNDLE OF 10 \$2,500 (\$250 per posting)

- Six week posting on CA Source.
- Measure Your Results — Monitor the number of page views and applications.
- Resume Matching Service — Access to resumes that match your job posting.
- Job Alert — Candidates receive your job posting by e-mail when it matches their job notification criteria.

### Premium package

SINGLE POSTING \$550

BUNDLE OF 5 \$2,200 (\$440 per posting)

BUNDLE OF 10 \$3,900 (\$390 per posting)

All the benefits of a Basic package PLUS:

- Company logo on the job listing page and two images within the posting.
- Featured in Hot Jobs on the top-left of most pages on CA Source for 15 days.

*Note — Premium Posting Artwork Specs:*  
 Logo: max 250 pixels wide x 100 high/file size 80k  
 Image: max 250 pixels wide x 250 high/file size 80k

### \*DEMOGRAPHICS

#### GENDER

Male:..... 65%

Female: .....35%

#### LOCATION

Western Canada:..... 29%

Ontario:..... 43%

Québec and

Atlantic Canada:..... 28%

#### WORK EXPERIENCE

0-2 years:.....9%

2-5 years: .....13%

5-10 years: .....21%

10+ years: .....57%

#### OF THE 6% OF CAS WORKING ABROAD

United States:.....35%

Caribbean: .....25%

Europe: .....17%

Asia: .....11%

Other: .....12%

#### CA SOURCE HIGHLIGHTS

CANADA'S OFFICIAL NATIONAL JOB BOARD FOR 78,000 CAS.

OVER 26,000 REGISTERED USERS: REACH THE RIGHT AUDIENCE — ONLY CAS AND CA STUDENTS CAN REGISTER AS JOB SEEKERS.

OVER 5,500 UPLOADED RESUMES.

OVER 4,300 CAS REGISTERED FOR DAILY JOB ALERTS.

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## Online Opportunities

ADDITIONAL WAYS TO  
MAXIMIZE YOUR COMPANY'S PROFILE  
WITH CHARTERED ACCOUNTANTS.

### Featured Employer BANNER

Expand your reach to Chartered Accountants. Have a permanent presence on CA Source with a 120 x 60 banner. CA Source averages more than 100,000 page views per month.

\$800 per month  
Frequency discount available

### Job Alerts DAILY PROMOTION

Job Alert emails notify CA members of all new postings that match their pre-set notification criteria. Sponsoring the Job Alerts is a simple and effective way to deliver your recruitment message and link to your career Web site or job posting.

\$1,000 per month  
Frequency discount available

MAKE THE MOST  
OF YOUR  
AD BUDGET WITH  
ACCESS TO 78,000 CAS  
AND  
120,000 PAGE VIEWS  
PER MONTH.

### Employer Profiles WEB PAGE

Create a company branded web page hosted on CA Source to tell candidates why they should explore career opportunities with your company. With CA-specific content this is your opportunity to brand yourself as an employer of choice in this very competitive industry. The Employer Profile section is a high impact opportunity for advertising partners.

\$1,000 per month  
Frequency discount available

### CareerVision E-NEWSLETTER

The CareerVision e-newsletter is a perfect way to highlight your open positions each month. An amazing 95% of registered members have opted in to receive the e-newsletter. CareerVision now reaches to all CAs & recruiters on the site.

\$350 per posting

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## Webinar Sponsorships

THE CA SOURCE WEBINAR SERIES, AN EXCELLENT OPPORTUNITY TO POSITION YOUR BRAND AS AN EMPLOYER OF CHOICE.

TARGET  
A WIDE AUDIENCE  
OF QUALIFIED  
PROFESSIONALS IN  
FINANCE AND  
ACCOUNTING



### PRE-EVENT MARKETING & BRANDING

- Logo on all CA Source Webinar promotional materials and communications.
- E-mail broadcast promoting the event sent to over 50,000 CAs will include your logo and hyperlink.
- Corporate Branding on Webinar registration landing page.



### DURING THE EVENT

- Branding on each Webinar page for 60 minutes.
- Reach between 2,000 to 4,000 CAs.
- Introduction of the sponsor at the beginning of the event.
- Thank you attribution from webinar moderator at the conclusion of the event.



### POST EVENT

- Receive contact database of all registrants that opt-in to receive information from your firm.
- Receive results of feedback survey to measure your return on investment.
- Webinars archived on casource.com, giving your brand continued exposure.

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## CareerVision Newsletter

CICA'S CAREER MANAGEMENT AND  
RECRUITMENT ADVICE NEWSLETTER

CareerVision provides timely career and recruitment related articles, research and trends as well as a selection of current job postings from the CA Source career site.

## CAREER VISION SPONSORSHIP

Partnership with CICA's CareerVision newsletter and identification as a sponsor of all 8 issues

Include your logo with a link to your web site displayed in a prominent position in each newsletter

Provide content for the newsletter and the CA Source site and have your company credited in both

Summary of the articles will appear in CareerVision newsletter with links to the full articles on the CA Source site

Have one job posting on CA Source included in each issue of CareerVision

Preferred pricing on all CA Source postings and banners

Pricing for the sponsorship is \$15,000 per year or \$2,500 per newsletter



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## Contact Us

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