

January 2010



**CANADIAN INDEPENDENT  
ADJUSTERS' ASSOCIATION**

**NEWSFLASH**



Over the past three years your CiAA Association Magazine, Claims Canada, has expanded and grown to become Canada's most respected claims industry publication serving the Property and Casualty Insurance Market nationally.

Each issue of Claims Canada reaches over 8,500 claim professionals - providing the only national source of news and information dedicated to the field of insurance claims and loss adjustment. Hundreds of copies are distributed at key insurance industry conferences and seminars throughout the year. The market has embraced the publication and claims professionals from coast-to-coast have a great deal of respect for the magazine and its quality content.

The CiAA National Executive recognized a need to open the advertising policy to include members and by a unanimous vote Member Firms are now invited to participate in an exclusive advertising program in their official publication. This strategic decision allowing CiAA Member Firms to advertise in Claims Canada raises the profile of our membership and provides a visible competitive advantage and another tangible benefit of membership.

The CiAA Member advertising program for CiAA Members includes: member's discount, business card size ads and the potential for a CiAA Member "directory centerfold pullout" inserted and distributed annually at RIMS Canada. The advertising policy ensures no one member firm can dominate the advertising space within the magazine.

I wish all Members a happy, healthy and prosperous New Year and encourage you to take advantage of the potential to gain exposure for you and your firm through your official publication.

Very best regards,

**Patti M. Kernaghan FCIP, CRM**  
CiAA National President