



**THE DAVIS MEDIA COMPANY SELECTED AS OFFICIAL PUBLISHER OF THE CPB CANADA
MAGAZINE AND PROVIDER FOR DIGITAL ADVERTISING**

Dear Members, Advertisers and Colleagues:

The Certified Professional Bookkeepers of Canada (CPB Canada) is pleased to announce our publishing partnership with The Davis Media Company Inc. Beginning in July 2021, The Davis Media Company will be CPB Canada's publishing partner, managing our digital advertising opportunities and producing our new print and digital quarterly magazine for our national membership, and beyond.

We are confident that this partnership will result in high-quality publications that will strengthen our association, the accounting industry and the bookkeeping community nationally, and provide you with opportunities to connect with our growing membership across Canada.

The Davis Media Company will provide the following products and services for CPB Canada:

- CPB Canada quarterly magazine (print and digital)
- CPB Canada monthly newsletter (digital)
- CPB Canada website, digital and print advertising sales

The CPB Canada magazine will promote learning and excellence in the accounting industry through thought-provoking articles featuring innovative ideas and practical solutions that advance bookkeeping professionals' knowledge and management capacity. In addition, it will produce relevant content for stakeholders, including policy-makers, the public and the media. CPB Canada is proud to serve as a leader in the accounting industry and as our membership's voice.

Affiliating your organization with CPB Canada is an excellent investment in promoting your business, brand and image to a large and diverse group of accounting industry professionals. Be confident that your intended message will be delivered to industry decision-makers who service the full diversity of Canada's small-business sector.

Take advantage of this opportunity to let the bookkeeping community across Canada know about your company's products and services. When an account executive from The Davis Media Company contacts you, be sure to secure an opportunity to place your message in our publications and media.

On behalf of CPB Canada, I thank you in advance for marketing your business through our publications.

Sincerely,

A handwritten signature in black ink that reads "Rick Johal". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Rick Johal, CAE, MPA
Chief Executive Officer