



Canadian Media Circulation Audit

CANADIAN COMMUNITY NEWSPAPERS ASSOCIATION
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Toronto, Ontario, M4W 3P4
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MEMBER ADVISORY

DATE: January 6, 2010
TO: CMCA-member Publishers and Circulation Managers
FROM: Katrina L. Santiago, Program Manager
RE: Audits

Dear Member:

Over the past year, there have been a number of changes to the list of circulation auditors contracted by the Canadian Media Circulation Audit (CMCA) program, as well as procedures surrounding payment of auditor fees.

CMCA rules, which remain unchanged, state that:

- Initial Reports must be audited by a CMCA-contracted auditor;
- Annual Reports must be audited by a CMCA-contracted auditor, or in the case of community newspapers, an independent chartered accountant (CA designation) of their choosing.

Since January 1, 2009, CMCA has contracted Bingyan (Yan) Gong of TNY Consulting Inc. as the CMCA auditor. At present, there are no other authorized contractors.

Submit all reports to be audited by the CMCA auditor, along with the appropriate auditor fee, to the CMCA office at 890 Yonge St., Suite 200, Toronto, ON, M4W 3P4.

If you have any questions, please contact the following or visit the CMCA website at www.circulationaudit.ca:

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