



New Guidebook on Media Auditing Best Practices Launched

Toronto, November 4, 2008: A new publication has been produced that aims to assist advertisers, agencies and auditors to better understand and take into account key media auditing issues and considerations, and to provide guidelines and best practices that will result in continuous improvement in media processes and products.

Media Auditing: A Guidebook on Best Practices for the Canadian Market, was written by media management consultant David Chung in consultation with four industry groups: the Association of Canadian Advertisers (ACA), Canadian Media Directors' Council (CMDc), Institute of Communication Agencies (ICA) and Association of Quebec Advertising Agencies (AAPQ).

The guidebook comes at a time when heightened competition in the communications world, coupled with legal imperatives for greater accountability and transparency, have catapulted media auditing to the forefront. The four associations believe the benefits of the audit process serve to enrich media practices and product, increasing the value offering by the agency and a better ROI for marketers.

Media Auditing is available as a digital download to members of the ACA, CMDc, ICA and AAPQ on their respective websites.

The ACA (www.ACAweb.ca) – Canada's only national association exclusively representing client marketers – is dedicated to helping members maximize the value of their investments in all forms of marketing communication. Members realize value through proprietary education, research and consulting services. The ACA safeguards advertisers' right to commercial free speech and demands an advertising marketplace that is accountable for the value provided to the advertiser. The ACA represents over 200 companies and divisions that collectively account for estimated sales of \$350 billion annually.

The CMDc (www.cmdc.ca) is a non-profit body comprised of media professionals representing advertising and media management companies, working to advance the effectiveness of media advertising in Canada. The CMDc has 38 members comprising advertising agencies and media management companies who jointly account for approximately 80% of all advertising investment in Canada. The majority of these companies are based in Toronto, but the CMDc also has members from Montreal, Ottawa, Waterloo, Halifax, Sackville, NB and Edmonton.

The ICA (www.icacanada.ca) is the professional business association which represents Canada's communication and advertising agencies. ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada's communication and advertising industry. ICA's member agencies and subsidiaries account for over 80% of all national advertising in Canada, with an economic impact worth more than \$15 billion annually.

The AAPQ (www.aapq.ca) has a membership of over 60 agencies which generate more than 80% of the advertising revenues of Quebec agencies. Its mission is to enhance the quality of advertising and create awareness in the general public regarding the role played by agencies in marketing communications. The association also invests in training the next generation of practitioners so they can increase their knowledge and perfect their skills in order to develop a product that is ever more creative and strategic, and that will allow them to remain competitive in international markets.

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Media contacts

Randy Scotland, Vice President, Communications, ACA: (416) 964-1043 / rscotland@ACAweb.ca
Bruce Claassen, Chairman, Aegis Media Canada: (416) 847-8711 / bruce.claassen@aemedia.com
Jani Yates, President, ICA: (416) 482-1396 ext 230 / jyates@icacanada.ca
Sylvain Morissette, Président-directeur general, AAPQ: (514) 848-1732 / s.morissette@aapq.ca