

FPinfomart.ca

Dear FPinfomart.ca Client,

FPinfomart.ca's training sessions show you how to effectively find, analyze, and disseminate critical business information. We are happy to announce that as of this month, FPinfomart.ca now recognizes your participation in our training sessions, and offers a Certified Training Program. More information on how to become an FPinfomart Certified User, and FPinfomart Certified Expert is below.

As always, please do not hesitate to contact me if you have any questions about the contents of this newsletter, or if I can be of any help.

[Katie McKinnon](#)

416-442-2941

FPinfomart Site Enhancements

Social Media Monitoring

If you have not seen FPinfomart.ca's social media monitoring solution; FPinfomart Heartbeat, please let us know. We would be happy to activate a complimentary trial of any of the following industries on your FPinfomart user account.

Agriculture
Canadian Banking
Cellular Providers
Education
Federal Government
Food and Beverage
Non-Profit
Oil and Gas
Pharmaceutical
Transportation

To request a demo of FPinfomart.ca's social media monitoring tool, please [contact us](#).

Per-day hit count now available on the Navigation menu

The number of retrieved stories for each date now appears on the right-side date Navigator Menu in all Latest News fuctions. Days with no hits will be greyed out. Please see the screen shot below for an example.

Date
Thu Jul 8 (Today)
Wed Jul 7 (193)
Tue Jul 6 (268)
Mon Jul 5 (194)
Sun Jul 4 (121)
Sat Jul 3 (166)
Fri Jul 2 (326)
Thu Jul 1 (273)
Wed Jun 30 (389)
Tue Jun 29 (852)
Mon Jun 28 (1428)
Sun Jun 27 (544)
Sat Jun 26 (485)
Fri Jun 25 (450)
Past 3 days: Tue Jul 6 →
Past 7 days: Fri Jul 2 →
Past 14 days: Fri Jun 25 →
«less

Two new Current Events added

Two new Current Event searches have been set up on FPinfomart.ca to help you keep up-to-date on the latest happenings.

Please visit our Current Events section to track news on:

- The G20 summit held in Toronto in June
- The World Cup tournament being held in South Africa

These two new topics join our existing list of topical news coverage in the [Current Events](#). You can follow any Current Event by visiting FPinfomart, by RSS, with a Morning E-mail summary, or by setting up an Alert.

If you have any suggestions for Current Events topics you would like to see, please [e-mail us](#) with your idea.

Content Update

New content from the Ottawa Citizen

The Ottawa Citizen's quarterly magazine [Ottawa Citizen Style Magazine](#) is now available

on FPinfomart.ca.

The Summer 2010 issue is now available on FPinfomart and it can be found under Magazines.

CBCA Database replaced with individual publication files

Over the past years, the amount of full-text content from the Canadian Business and Current Affairs (CBCA) database has declined, and it had essentially become an abstracts-only database. For this reason, the database was removed.

Over the past few weeks, content from over 220 individual publications, which were formerly part of the CBCA database, have been loaded to FPinfomart.ca, and are now available for searching.

These new sources can be found under Trade Publications, Magazines, PR Wires, and US Newspapers categories. Please be sure to browse them in Latest News, and add them to your Personal Profiles and Source Libraries if you wish them to be added to your monitoring.

For a complete list of all publications being added as a result of this change, please [download the title list](#).

Training Information

FPinfomart.ca Certified Training Program

Whether you need a complete product overview, a refresher, or to learn about a part of the product you are not familiar with, FPinfomart.ca offers a variety of training sessions to meet your needs.

Training is held three times per year in our popular hands-on classroom session, and every month in scheduled virtual (Webex) sessions. Customized training, both onsite at your office or via Webex, is also available. We are very proud of our training programs, and we think you should be proud of yourself for attending.

Beginning this month, we will begin recognizing your participation and achievements with the new **FPinfomart Certified Training** program. There are three levels of certification available:

FPinfomart Certified User
FPinfomart Certified Expert
FP Advisor Certified User

Completion of each of any of our classes will earn credit toward certification. A certain

number of credits are required to earn each of these levels of certification. For morning information on the certification program and the process, please visit the [FPinfomart.ca blog](http://FPinfomart.ca/blog).

Complimentary Training Sessions

A virtual training session will be held on Monday, July 15, 2010 at 1 p.m. This session will cover the many site enhancements that have been made recently, as well as the content additions. Participation and completion of an Online quiz will qualify you to earn Certified User credits!

If you would like to participate in this session, please register with [Yvonne Yip](#).

For more information on all upcoming training opportunities please visit the [Training Schedule](#).

Monthly Survey Invitation

Monthly Survey: The Lazy Days of Summer

We often see the FPinfomart usage statistics decline slightly over the summer months. We want to know [how do the summer months impact your usage of FPinfomart?](#) Please take our very short survey and let us know how you are spending your summer. We will share some of the more unusual responses on our blog.

Financial Post Print Products

2010 Corporate Connection: [Pre-order Today!](#)

Client prospecting and company research is easy and convenient with the 2010 Corporate Connection electronic edition. Released next month, financial and operational information on over 4,000 Canadian corporations, including 18,000 contact names, is easily saved, exported, and sorted with this publication.

Within these 4,000 corporations, the Top 800 Canadian corporations and Top 100 subsidiaries by revenue, income and assets are listed, helping you boost sales, increase profits and grow your business.

FP500 2010 Database: [Order Today!](#)

Providing Canadian corporate data from the 2010 Financial Post Business FP 500 magazine, the electronic edition of the [2010 FP 500](#) is now available to all FPinfomart.ca subscribers at a discounted rate!

Whatever your need may be, this database will ensure that you have all the information on company auditors, company assets, revenue, net income, return on invested capital, and much more!

[Forward this message to a friend](#)

© 2010 Canwest Digital Media, a division of **Canwest Publishing Inc.** All rights reserved.
Unauthorized distribution, transmission or republication strictly prohibited.

[Read](#) **Canwest's Privacy Statement**

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

Canwest Digital Media
1450 Don Mills Rd.
Toronto, ON M3B 2X7

[Read](#) the VerticalResponse marketing policy.

