



FPinfomart.ca

Dear FPinfomart Client,

We are excited to announce that media contacts are now available on FPinfomart. In addition the saved folders and personal profiles have been enhanced.

As you will also read below, the Canadian Investor Relations Institute has announced FPinfomart as its new national strategic partner.

As always, if you ever have questions or comments about the site, or the contents of this newsletter, please do not hesitate to contact me.

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CIRI Welcomes FPinfomart as a National Strategic Partner

The Canadian Investor Relations Institute (CIRI) [has announced](#) FPinfomart as a new National Strategic Partner. This is the highest level of sponsorship CIRI offers and demonstrates FPinfomart's dedication to the organization and the investor relations profession.

"Conversations about and between public corporations, investors, and financial institutions are happening across the media landscape and investor relations professionals need to understand what all of the data means," said Jonathan Harris, Managing Director, FPinfomart. "FPinfomart is proud to support the work of IR professionals through our monitoring, analysis and consulting services, and now, as CIRI's National Strategic Partner."

Site Enhancements

Social Activity now available

With FPinfomart's social activity panel, it is now possible to get a sense of the virality, popularity, or impact of a piece of online content by seeing how often it has been shared.

Any content item you view in full text which has an associated [permalink](#) will now include a box to the right of the document text (under the Document Tools menu), showing how many times that particular piece of online content has been:

- Shared via Twitter
- Shared via LinkedIn
- Liked/Shared/Commented on via Facebook
- Clicked on via a Bitly-shortened version of the URL to this online content
- Two [sparkline](#) graphs show clicks on Bitly-shortened versions of this URL: in the past hour, and past 30 days

The Social Activity panel will show you how many times this online content item was propagated across a few common social media platforms.

For more information, please visit the [FPinfomart Blog](#).

Media Contacts now available

A new module has been added to FPinfomart – Media Contacts. FPinfomart’s Media Contacts module allows you to search for people who create content for the Canadian media – journalists, writers, bloggers, TV and radio presenters, and more. The Media Contacts database contains over 18,500 Canadian media contacts, and will be updated quarterly.

For more information on the Media Contacts module please visit, <http://blog.fpinfomart.ca/2011/11/01/new-module-media-contacts/>

New Personal Profile auto-checks

You may have noticed an error message when viewing a Personal Profile. We have recently implemented automated checking for any Profiles set up with the following problems:

- A Personal Profile without a title
- A Personal Profile without any search term
- A Personal Profile without sources to search.

In order to fix any of the above errors, click ‘edit’ next to the Profile to rectify the problem. For more help with fixing these errors [please see our help document](#).

If you’d like advice on setting up or modifying your Profiles – our Customer Service team offers great advice and is reachable by [e-mail](#), or at 1-800-661-7678.

Increase in Saved Folders

Saved Folders allow subscribers to “clip” articles and save broadcast content. Items saved to a folder remain there until you remove them, subject to any applicable copyright restrictions.

The number of [Saved Folders](#) each user can create on FPinfomart has been doubled from 20 to the new maximum of 40 Folders.

Training Sessions

Classroom Training dates for Winter 2012

Three times each year, FPinfomart hosts hands-on, instructor-led FPinfomart training sessions in cities across Canada. Our winter tour is fast approaching – please see the list of dates below. We must meet minimum registration levels in order for these classes to proceed as scheduled, so if you would like to attend, please [register](#) as soon as possible.

Tuesday, February 7, 2012 - Vancouver

Monday, February 13, 2012 - Ottawa

Tuesday, February 14, 2012 – Toronto

For more information and the schedule, please visit [FPinfomart's Blog](#).

Upcoming Virtual Training Sessions

FPinfomart's next virtual training session has been scheduled for Tuesday, February 21st. Both of the "Navigating FPinfomart.ca" classes will be held from 1:00 p.m. to 2:30 p.m. ET.

To attend this session, click to [register](#).

Participation in this upcoming class will earn credits in our FPinfomart [Certified Training](#) program.

For more information on all of FPinfomart.ca's training opportunities, please visit the [FPinfomart Blog](#).

Content Update

More Sun Media content available

Eight Sun Media weekly newspapers from Manitoba are now available on FPinfomart. They all publish on Thursdays and are available same day.

We welcome the following publications to the ever-expanding suite of licensed content available in FPinfomart:

Beausejour Review (The)

Interlake Spectator (The)

Lac du Bonnet Leader (The)
Morden Times (The)
Red River Valley Echo (The)
Stonewall Argus (The)
Valley Leader (The)
Winkler Times (The)

USA Today available on FPinfomart

FPinfomart is pleased to announce that content from USA Today is now available.

You can [browse](#) any of these publications in Latest News, monitor it with [Personal Profiles](#), or add it to any of your [source libraries](#).

Financial Post Print Products

2012 Markets and Canadian Demographics – [Order Today!](#)

Investigate all of Canada's markets with the upcoming edition of Financial Post's FP Markets – Canadian Demographics. Available in both a digital and print format, the 2012 FP Markets and Canadian Demographics publication will provide you with general background information, as well as specific statistics on Canada's population, income levels, the labour force, housing, language and much more.

For more details, please see our [FP Markets 2012 Information Page](#).

FP Dividends Annual Record and 10-year Price Range - [Pre-Order Today!](#)

Receive two books in one with the Financial Post's upcoming publication; FP Dividends – Annual Record and 10-year Price Range.

Released in February, the FP Dividends book will provide you with a complete record of dividend-paying companies for 2011 in the Annual Dividend Record section, as well as the fully adjusted historical prices within the 10-year Price Range component.

Whatever your purpose, this publication will ensure that you have a complete record of distributions by companies and trusts listed on Canadian stock exchanges for 2011.

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