

IMA's CMA Exam Prep Materials

Chapter Discount Program – Spring 2009

Overview

IMA is offering a special discount on its CMA exam prep materials (CMA Learning System and CMA Learning System + CMA Online Intensive Review course "combo" kit) from March 17 – June 15, 2009.

Details of Offer

There are two discounts available:

- 1) Save \$100 off of the CMA Learning System
(Member price: \$745; discounted price: \$645)
Discount code: CMALS2009dis

- 2) Save \$200 off of the CMA Learning System + Online Intensive Review course
(*a.k.a. CMA "combo" kit*)
(Member price: \$1,145; discounted price: \$945)
Discount code: CMAOIR2009dis

Please note that these discounts are only available on complete kits (materials for all four exam parts) and cannot be used toward the purchase of materials for individual CMA exam parts.

For more detailed information on these products, please go to: www.learncma.com

Order Instructions

Orders can be made online or by calling the CMA Exam Prep Order Desk. Individuals can place these orders on their own; the chapter does not have to be involved in collecting payments or placing orders. This is a pure discount and is not based on volume.

To Order Online:

- Go to www.imanet.org
- Log in to the Professional Learning Center (PLC) on the left side of the page
(Note: Do not sign in to the "Members Only" section)
- In the PLC, select "CMA Exam Prep" from the left-hand side menu
- Check the box to the right of either the "CMA Learning System – Self Study 4 Part Kit" or the "CMA LS & CMA OIR Combo – 4 Part Kit"
- Click on "Add to Cart"
- Enter the discount coupon code (from the flyer) on this page ("Summary of Your Selections") in order to receive the \$100 or \$200 discount, and click on "Apply."
The discounted price should appear on the screen.
- Click on "Checkout" and enter your credit card and shipping information
- Click on "Checkout" again to complete your order

To Order by Phone:

- Call IMA's CMA Exam Prep Order Desk at 1-866-262-8396 or 201-474-1777
- Tell the person taking the order which product you would like to order, and mention the discount codes from the flyer.

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Intent of this Offer

The purpose of this offer is to provide a discount to IMA chapter members to purchase materials to study for the CMA exam. The intent of this discount is to attract members, as well as potential members, so that they will make the commitment to become a CMA.

Instructions for Chapter Leaders

This offer can be extended to any of your chapter members, and we encourage you to distribute it through the various chapter communication methods that you have available to you (e.g., newsletters, websites, email blasts, chapter meetings, etc). To assist you with distributing this information, we have created three different file versions for your use:

- 1) *PDF file* – This file includes a full 8.5 x 11 color flyer. It can be copied and distributed at chapter meetings, and can also be attached to email blasts.
- 2) *JPG file* – This file includes the coupon discount information (lower half of flyer) only, and is ideal for placing in electronic newsletters. It does not include the color graphic picture which is on the top half of the pdf file.
- 3) *EPS file* – This file is in a format that is ideal for specialty print newsletters (eps is a file type used by professional printers).

These three files are available to you in links provided in today's (March 17th) chapter leader conference call.

Self-Study and Group-Study Exam Preparation

The IMA's CMA Learning System by itself, or combined with the Online Intensive Review course, are ideal for an individual self-study or a group-study exam preparation program. The materials are aligned with the CMA body of knowledge, and include over 2,200 retired CMA exam questions that can be used to prepare for the exam. Whether an individual decides to study on their own, or prefers to study with a group, it is important to develop a plan with study times and/or group meeting times, and exam target dates. Becoming a CMA requires a commitment to studying and preparing for the exams, but is well worth the investment!

Note: There are plans to present "Tips on Creating a Successful CMA Group Study Program" at the Denver conference, during the chapter leader training on Saturday, June 6th.

For more information on this discount offer, IMA's CMA exam prep materials, or on group study tips, please contact:

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