

Western Canada Calgary

BIWEEKLY NEWS FOR RUSSIAN-SPEAKING COMMUNITY

tel: 403.244.7244
fax: 403.244.7254
contact@wccalgary.com
www.westcan.info

Publication

According to StatsCan 2001 census, there were 25,000 Russian-speaking people living in Calgary. Due to the great increase in number of immigrants from former Soviet Union republics during the past five years, the Russian-speaking population just passed the 35,000 barrier. The number is mainly represented by nationalities such as Ukrainians, Kazakh, Byelorussians, Jewish and Russians.

Such great increase in numbers generated the need for an informative and entertaining periodic publication. The following are among the main goals of Western Canada Calgary publication:

- To provide the Russian-speaking community in Calgary with useful and entertaining information in the Russian language.
- To help newcomers from both outside and inside the country to adapt to the highly diverse Calgary culture.
- To facilitate the exchange of quality goods and services among the Russian-speaking community through advertising and classifieds services.
- To keep both newcomers and the established community members informed on the latest in Calgary, Alberta and Canada in their native language.

Western Canada Calgary is a 16-page black and white publication distributed bi-weekly through places with a high concentration of Russian-speaking people. The publication is printed in Tabloid format (11 3/8 x 13 1/2).

Publisher

Western Canada Media Inc. is your company's link to over 35,000 Russian speaking people in Calgary. We provide a full range of services to help both Russian and Canadian companies reach this niche market with their products and services.

Western Canada Media Inc. creates brands that are targeted at the Russian-speaking population in Calgary. Among the services we provide are:

- Quantitative market research of the Russian-speaking market segment,
- Qualitative research through focus groups and in-depth interviews,
- Attitude testing through observational research techniques,
- Your message development based on cultural background of the audience,
- Development of IMC programs targeted at the Russian-speaking segment.

We also provide ad design, web design, desktop publishing and content translation services, so that your company can fully benefit from ad campaigns targeted at this unique market.

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Reaching over 35,000 Russian speakers in Calgary

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Distribution

SOUTH WEST

"Matrioshka" Store,
Address: 1610 - 14th Street SW,
Phone: 403.209.2208

"Russian Store" Store,
Address: Unit 5, 523 Woodpark Boulevard SW
Phone: 403.238.4607

"European delicatessen & Import" Store,
Address: Haysboro Center 8409 Elbow Drive
S.W.
Phone: 403.244.0570

"Troyka" Store,
Address: Southland & Macleod Crossing,
Phone: 403.258.3344

Calgary Immigrant Aid Society
Address: 1200, 910 - 7th Avenue S.W.
Phone: 403.265.1120, Fax: 403.266.2486
Web: www.calgaryimmigrantaid.ca,
Email: info@calgaryimmigrantaid.ca

Beauty Salon "Jam Salon"
657 - 6th Street S.W.
Phone: 403.262.1112

Calgary Jewish Community Centre
Address: 1607 - 90 Ave. S.W.
Phone: 403.253.8600, Fax: 403.253.7915
Web: www.calgaryjcc.com,
Email: info@cjcc.ca

Synagogue Chabad Lubavitch of Alberta
Address: 28, 523 Woodpark Blvd. S.W.

"Slavic Foods" Store
Address: 17107 James McKeivitt Road S.W.
Phone: 403.201.0057

"K Liquor" Store
Address: 839 - 6th Avenue S.W.
Phone: 403.269.6407

NORTH WEST

"Jan's Meat and Delicatessen" Store
Address: 2436 -2nd Avenue N.W.
Phone: 403.270.8334

University of Calgary, Department of Slavic
Studies
Address: Craigie Hall C205, 2500 University
Dr. N.W.
Phone: 403.220.5293

University of Calgary, International Student
Centre
Address: MacEwan Student Centre 275, 2500
University Dr. N.W.
Phone: 403.220.5581

SOUTH EAST

"Old fashioned meat products and
delicatessen" Store
Address: 532 Cleveland Cres. S.E.
Phone: 403.287.1511

"Polcan" Store
Address: Acadia shopping centre, 357
Heritage Dr. S.E.
Phone: 403.258.0228

Skazka Restaurant & Bar
Address: 515 - 1st Street S.E.
Phone: 403.265.0012
Web: www.skazkacalgary.com

NORTH EAST

"Aqua Health" Recovery Clinic
Address: 198, 495 - 36th Street N.E.
Phone: 403.248.8998, Fax: 403.248.8990

Ukrainian Credit Union Ltd.
Address: 200, 403 - 9th Avenue N.E.
Phone: 403.230.7001, Fax: 403.230.7226
Web: www.ucu.ca

Russian Orthodox Church of All Saints
Address: 905 - 8 Avenue N.E.

St Vladimir's Ukrainian Orthodox Church
Address: 404 Meredith Rd. N.E.
Phone: 403.264.3437
Web: www.stvlads.com

Ukrainian Catholic Church of Assumption
Address: 611 - 7 Avenue N.E.

HIGH RIVER

High River Dental Center
Address: 104 1st. SW
Phone: 403.652.2182

To view the map of distribution points across
the city, please see our website at
<http://www.westcan.info/distribution>

Monthly distribution is at 3,000 copies and
the approximate monthly circulation is
10,000 readers.

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Pricing

Advertising price schedule below is effective starting January 7th, 2007

Please, inquire about current price schedule.

Discount		10%	15%	20%	25%	30%
Size / # of issues	1	4	8	12	16	24
1 / 16 page	50	180	340	480	600	840
1 / 8 page	75	270	510	720	900	1260
1 / 4 page	130	510	884	1248	1560	2184
1 / 2 page	220	792	1496	2112	2640	3696

* Please let us know if you would like to create a custom size ad.

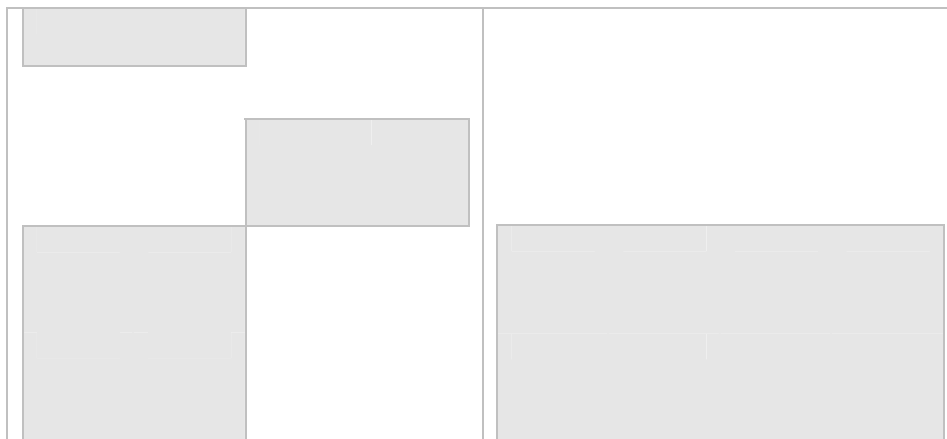
* We accept advertising design order at \$50 per hour (the average ad does not take longer than an hour).

* Price premiums apply to certain locations within the newspaper.

* Prices do not include GST.

Production Specifications

Size	Width	Height
Sixteenth	2 col. (5")	Eighth (1.5")
Eighth	2 col. (5")	Quarter (3")
Quarter	2 col. (5")	Half (6")
Half	4 col. (10")	Half (6")



All advertising must be submitted in hi-res (300 dpi) PDF or JPEG formats and must be in a Black and White or Grayscale color scheme.

Send your art works via email: artworks@wccalgary.com. Make sure that your email message identifies your company and the number of issues you would like to advertise in. Feel free to give us a call prior to sending the artworks: 403.244.7244.

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Deadlines

Western Canada Calgary is printed and distributed every other Friday (i.e. next few issues are on December 15 & 29, January 12 & 26, February 9 & 23, etc.). All graphic materials must be submitted by Monday of the issue week. Should you require design modifications made to your ad, please advise us earlier. All changes and corrections to advertising should be made and finalized at least three days prior to your ad issue.

Payments

Please make all cheques payable to Western Canada Media Inc. using the following mailing address:

P.O. Box 209,
100, 1039 17th Avenue SW
Calgary, AB, T2T 0B2

Submit your cheques at least one week prior to your ad issue. Contact us if you prefer to set up a payment plan specific to your needs. We also accept Money Orders, which must be submitted at least 3 days prior to your ad issue.

Placement

All ad placements are accepted as soon as the request for it is made and all fees are paid. Reserve your placement within the publication as soon as possible. Price premiums for certain locations within the publication will be applied. IE: the front page, back page.

Contact Us

If you have further questions, please contact us at...

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