

Western Canada *Calgary*

BIWEEKLY NEWS FOR RUSSIAN-SPEAKING COMMUNITY

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www.westcan.info

Media Kit Online

About the project

WestCan.info is owned and maintained by Western Canada Media Inc., a link between Canadian companies and the Russian-speaking community in Calgary, Alberta. Western Canada - Calgary is a biweekly printed publication targeted at over 35,000 Russian-speaking readers in Calgary.

Due to latest statistics, 77% of Calgarians use internet on regular basis. Among them immigrants from former Soviet Union Republics, Eastern Europe as well as South and East Asia who speak Russian language.

You can enrich you marketing campaign with online presence and quality leads to your website. Your business will not only stay afloat because of your online efforts but will be ahead of its competitors.

Below is statistical information on our site visits as of September 26th.

Unique Visitors: 1509 (as of September 1-25 period)

Page Views: 5302 (as of September 1-25 period)

Pages per Visitor: 4 (as of September 1-25 period)

Our Audience

Today, with "Western Canada - Calgary", both newcomers and those who have been here long enough to assimilate are able to stay tuned into the latest municipal and provincial developments in their language of origin.

An average Russian-speaking immigrant is 25-45 years old. Most of them immigrate with their families already have families including 1-2 children. Before coming to Canada large part was occupied as professionals in medicine, architecture, engineering and business. An average Russian-speaking Calgary dweller has an income of \$60-\$75 thousand.

Due to the Alberta's strong position in the oil and gas sector, many Russian-speaking people are transferred here by large oil and gas companies; and therefore, have well-paying jobs, which allows for greater disposable income.

Quick Facts

According to 2006 Internet Statistics Canada, 67.9% of Canadians use internet on regular basis. The number of active internet users has grown by 72.4 % for the past 5 years. (<http://www.internetworldstats.com/>)

According to Calgary Herald (Aug 22, 06), 77% of Calgarians use the internet on regular basis to read news, book tickets and to check the weather. This fact makes Calgary #1 internet user in Canada.

Call today to discuss your online strategy. 403.244.7244.

Published by **Western Canada Media Inc.**

Reaching over 35,000 Russian speakers in Calgary

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

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Ad Specs // Positioning // Prices

Please, pay close attention to ad specifications. Although some of the formats are widely used within the industry, others are unique to westcan.info.

We will be happy to answer your questions about placing your ad in a specific section of our news server if such is available at the moment of the inquiry. Price premiums may apply to certain locations on the site.

Ad Standard	Size	Position
Skyscraper	120x600	Left side side. Along the main viewable area.
Skyscraper Wide	160x600	Right side of the main viewable area. Under the main menu.
Bottom Line	480x200	At the end of an article. You can choose your article or section.
Button SM	120x60	Left or right side of the page.
Section Sponsor	480x300	Bottom of every section in the issue. Fixed position for the issue.
Top text / logo	780x30	Comes between the site header and site text body and includes logo.

Ad Standard	1 week	2 weeks	3 weeks	4 weeks	8 weeks	12 weeks	16 weeks
Skyscraper	\$ 30.00	\$ 45.00	\$ 75.00	\$ 90.00	\$ 180.00	\$ 270.00	\$ 360.00
Skyscraper Wide	\$ 30.00	\$ 45.00	\$ 75.00	\$ 90.00	\$ 180.00	\$ 270.00	\$ 360.00
Bottom Line	\$ 25.00	\$ 37.50	\$ 62.50	\$ 75.00	\$ 150.00	\$ 225.00	\$ 300.00
Button SM	\$ 15.00	\$ 22.50	\$ 37.50	\$ 45.00	\$ 90.00	\$ 135.00	\$ 180.00
Top text line	\$ 20.00	\$ 30.00	\$ 50.00	\$ 60.00	\$ 120.00	\$ 180.00	\$ 240.00
Section Sponsor	\$ 50.00	\$ 75.00	\$ 125.00	\$ 150.00	\$ 300.00	\$ 450.00	\$ 600.00

**Prices are stated with 50% discount
that ends on January 4th, 2007.**

Payments

Please make all cheques payable to *Western Canada Media Inc.* Submit your cheques at least one week prior to your ad issue. We also accept Money Orders, which need to be submitted at least 3 days prior to your ad issue. These prices are valid for 30 days.

Design Services

Ad Standard	Static	Animated
Skyscraper	\$75.00	\$150.00
Skyscraper Wide	\$75.00	\$150.00
Bottom Line	\$75.00	\$150.00
Button SM	\$50.00	\$75.00
Section Sponsor	\$75.00	\$150.00
Top text / logo	\$25.00	\$50.00

Design costs are not included in the price of the ad. Prices do not include GST.

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