



www.CanIndia.com  
 Sub Domains  
 www.Can-India.com  
 www.CanIndiaNews.com

# MEDIA KIT 2012

◆ The 2006 Census showed that the visible minority population has surpassed the 5 million mark with an estimated 5,068,100 people, representing 16% of the total population of Canada

◆ Between 2001 & 2006, the visible minority population increased by 27.24%; five times faster than the growth in the total population, which grew only by 5.4%

◆ First time in 2006, the South Asian Canadian population is estimated at 1,262,865 exceeding the Chinese-Canadian population of 1,216,570

◆ South Asian and Chinese-Canadians comprise about 50% of the total visible minority population in Canada

◆ Ontario has the highest number of South Asian and Chinese-Canadians, 794,170 and 576,980, respectively. British Columbia has the second highest numbers, 262,290 South Asians and 407,225 Chinese

◆ Visible minorities will account for 20% of the total population of Canada by 2017

**We have re-launched our website CanIndia.com with lots of new additions. The website is comprehensive, reader-friendly and interactive. It delivers timely, well-organised information to a diverse global audience.**

The purpose to launch the news website is to keep our readers updated about the latest happenings all over the World. Keeping in view the time sensitivity, CanIndia.com includes a number of news portals including India, Canada, Community, South Asia, Economy, Sports, Entertainment and Lifestyle.

CanIndia.com is easier to navigate and includes a number of new features including photographs, audio and video material, podcasts and latest subscriptions. The interactive website allows the readers to submit their own stories and community event listing. Both the print (CanIndia News) and website provide insightful and incomparable coverage of the most important political, social and cultural issues through the exclusive Editorial content produced with the highest journalistic standards.

**Free community event listing/ classified:**  
 As a special gesture CanIndia.com allows the readers to submit their non-commercial classified advertisements which would also be carried in our weekly newspaper without any charge. It also helps them promote their community events through our website for free of cost.

CanIndia.com is also a great tool for new immigrants who are in process of making Canada their new home. The 'Community Events Calendar' provides them access to programs like 'English speaking classes', 'Immigrant Human Rights in Canada', 'Immigration Test Skills', 'Employment Job Fair'...among others which will help them better integrate with the Canadian society.

**CanIndia News ePaper**

For our loyal readers who missed out reading CanIndia News or would like to bookmark an article for future reference, our ePaper and past archives is just a



<http://canindia.mypaper.org>

click away. Our digitized newspaper is updated regularly using the latest turn page, page flip technology software. Reading newspaper online has never been so easy. Turn-Page transforms it into a whole new user-friendly interactive experience. Users can flip through animated pages full of images and articles as if the publication was directly in front of them.

**Surprises, here and there!**

The past few years CanIndia News has offered various giveaways such as Xbox 360, movie tickets, iPad, African Lion Safari family pass, ROM event passes; to name a few. We will continue giving away FREE movie tickets, restaurant deals and discount coupons among the various giveaways which are up for grabs. Our readers can sign up/register for free of cost to get regular deals, discounts and contest updates. That's just one of the more reasons to visit CanIndia.com everyday.

**CanIndia News multimedia**

CanIndia News through its social networking sites such as Facebook, Twitter channelizes breaking news and all community events to our readers. Regular opinion polls are also conducted on our Facebook fan page. Also, it enables us to get direct reader's feedback.

**Effective Advertising**

With more than 6000+ unique visitors daily, www.canindia.com is an effective yet very economical tool to market your business. If you'd like more information, please contact our Sale Info Line.

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### Standard banner sizes

- 1 468 x 60 - Full Banner
- 2 300 x 250 - Medium Rectangle
- 3 728 x 90 - Leaderboard
- 4 160 x 600 - Wide Skyscraper
- 5 120 x 90 - Button

### Custom banner sizes

We can accommodate any banner size as per your requirement. Please contact our sales associates to see the available options.

### Banner Types

Flash banners, Animated gif banners, Static banners & Interactive banners  
 A banner can be a single image, a flash movie or composed of different elements (graphic and HTML code). Single image banner can be animated (using the GIF89a format - animated gifs) or static images (.gifs or .jpps). JPG images cannot be animated.

Size	Rate (30 days)
1 468 x 60 - Full Banner	\$950.00
2 300 x 250 - Medium Rectangle	\$1250.00
3 728 x 90 - Leaderboard	\$1750.00
4 160 x 600 - Wide Skyscraper	\$1750.00
5 120 x 90 - Button	\$450.00

Volume Discount (consecutive Insertions)	%
90 days booking	Less 6%
120 days booking	Less 8%
180 days booking	Less 12%
365 days booking	Less 22%

