

Easy Canada website's Advertising and Marketing Strategies and Advantages

Easy Canada website is rooted in Canadian Chinese businessmen, immigrants, international students and other Chinese groups. It is a large-scale comprehensive website that delivers the latest news and provides various information exchanges and sharing to Chinese people from all over the world.

The following features of Easy Canada website can effectively ensure the advertising effect of customer enterprises is in place:

Network media spreads widely and has remarkable effects

Our website has rich user resources and complete domestic and foreign background support. By updating multi-site content timely and combining multi-directional information platforms, we can quickly occupy the click rate to maximize advertising efficiency.

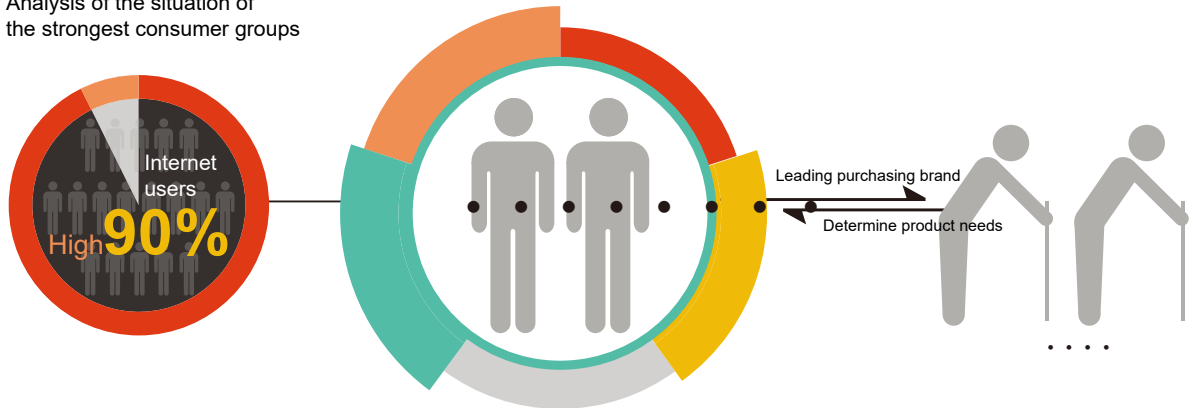
“Unforgettable” advertising content

The young and middle-aged people who occupy the largest share of the consumer market have access to network devices at a frequency of dozens or even hundred times a day. Every time they open a web page, they “have to” face an online advertisement directly. Easy Canada website accurately grasps the advantages of online media, especially for homepage banner advertisers, with the most reasonable location and release frequency, takes the lead in ensuring its advertising impressions reach and directly hit the most likely potential customers.

Highly targeted

Young and middle-aged people with an Internet access rate of 90% are not only the consumers with the strongest purchasing power dominated by online advertisements, but also, as the freshest individuals among family members (especially Chinese-style families), directly dominate the consumption patterns and brand choices of family members of all age. Our website seizes the market opportunity and creates this online media platform in response to this actual situation.

Analysis of the situation of the strongest consumer groups



Diversified large-scale media activities combined with online platform promotion

Compared with the operating environment of other websites, Easy Canada website pays more attention to the dual pursuit of information quantity and quality. While actively participating in a variety of large-scale media activities, the efficient use of our website platform enables us to promote business advertisements to the best effect with the best cost-effectiveness.



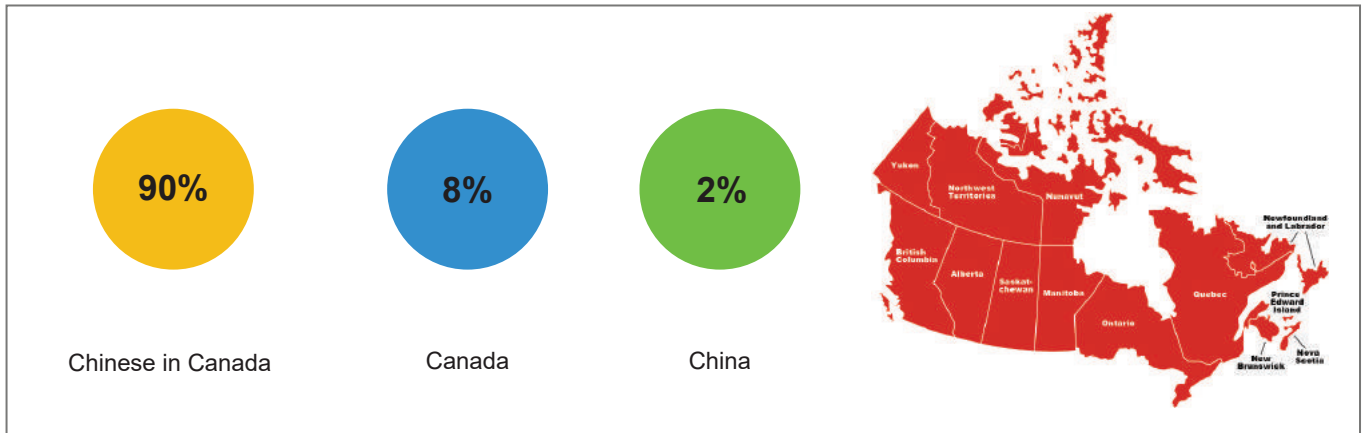
Immediacy & Flexibility

Easyca.ca changes and adjusts online advertisements according to customer needs, and releases information in combination with other platforms, so that changes in business decisions can be implemented and promoted in a timely manner.

Easyca Website Data Calculation

Target audience: Chinese among which **90%** in Canada(estimated 900000 population), **8%** in China and **2%** in other countries

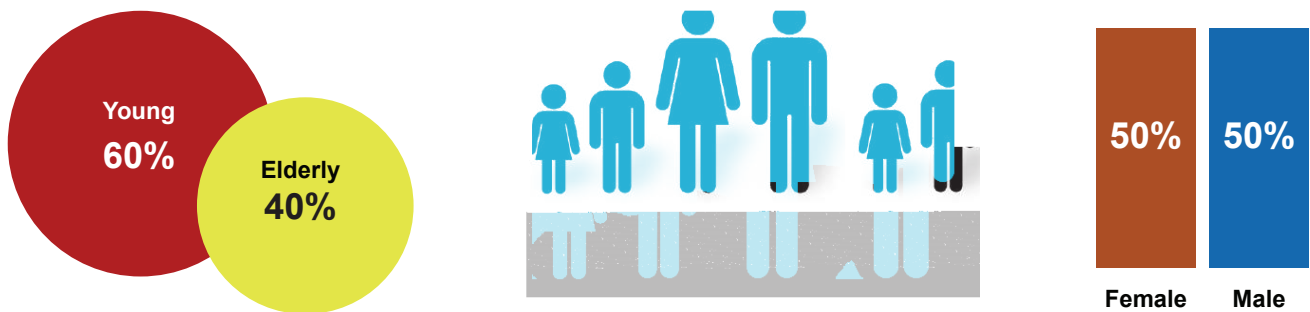
Target audience



Daily user view: **17000**; Views per article: **4000**; Monthly user views: **527000**

	Viewed (PV)	Unique Visitors (UV)	IP	New Unique Visitors
Daily	17000	7600	6750	3770
Monthly	527000	22800	20250	11310

Age group: **18-59**





As allies visit Ukraine’s capital, Canada’s absence is being noticed

ON: 01/05/2022 / EDIT THIS

In the month since Russia’s retreat from Ukraine’s north, the capital Kyiv has seen a frenzy of high-profile visitors: 11 prime ministers, Austria’s chancellor, the U.S. secretaries of state and defence, its House speaker, the UN secretary-general – even Hollywood star Angelina Jolie.

Canada has not sent even a cabinet minister.

The article inside pages AD
 300 x 250 pixels
 \$1,500 / month

广告线

Article placement
 640 x 200 pixels
 \$1,200/month

广告线

Canada was one of the first countries to move the embassy out. We do not want Canada to be the last one to return,” said Shevchenko.

Foreign Minister Mélanie Joly has said plans are in the works to reopen.

“We need to make sure the security situation on the ground allows for it” her office said

Right Side Banner
 300 x 150 pixels
 \$900/month

SOCIAL MEDIA

- Youtube
- Facebook
- Instagram

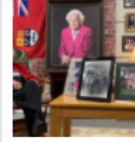


COVID-19 vaccine bookings for babies and toddlers set to open in Ontario



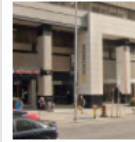
Toronto Mayor John Tory is stepping down from the job on Friday.

16/02/2023 00:00



Former Mississauga, Ont. mayor Hazel McCallion dies at 101

29/01/2023 12:14



Postmedia to lay off 11 per cent of editorial staff amid rising costs, declining advertising

27/01/2023 10:41



The 10th "Choral Singing of Seniors" 2023 New Year's Gala was successfully held

19/01/2023 10:38

CANADA NEWS

WORLD NEWS



Article Top Ads \$600/month

Former Mississauga, Ont. mayor Hazel McCallion dies at 101
29/01/2023

Postmedia to lay off 11 per cent of editorial staff amid rising costs, declining advertising
27/01/2023



Biden: Killing of al-Qaida leader is long-sought 'justice'
02/08/2022

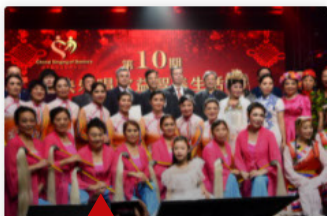
As allies visit Ukraine's capital, Canada's absence is being noticed
01/05/2022

Frustrations grow as marchers in Glasgow demand faster climate action
06/11/2021

Right Side Banner
300 x 150 pixels
\$900/month



LOCAL NEWS



Character Promotion
\$600/month



Interview Author
\$800/month



Video Interview
\$900/month





FULL SCREEN POP-UP ADS ON HOMEPAGE

01

FULL SCREEN POP-UP ADS ON HOMEPAGE



Show 3 Days

1 Option

\$3,000

Show 7 Days

2 Option

\$5,000

Pop-up ad size

900(W) X 1200(H)px

900px



Features: Homepage display
Central position on the screen
Display per visit

Show time 6 s

1200px



移动端效果

电脑屏幕效果



As we are approaching 2022 Chinese New Year, we would like to launch a pop-up Chinese New Year's greeting page. On the page, each row can place 3 greeting videos.



Features

1. Display on the homepage of the website
2. Display in the center of the screen



Display Time **6 s**

Show for 5 days

Advertising Price
\$500
 500 X 280 px

Display Options

Option 1: Play the Video

Option 2: Publicity Photo

Computer Screen

Mobile Screen



Once clicked, the video will play; The following 4 video forms are available



Personal Greeting Video



Group Greeting Video



Business Greeting Video



Business Greeting Video



After clicking, it can be enlarged or displayed on a separate page