

Easy Canada

WeChat Platform

Media Kit



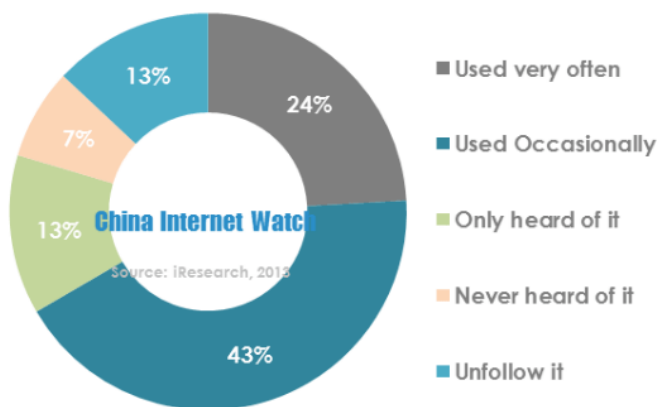
What is wechat platform?

WeChat is the most important app in Chinese group right now. If you want to make friend with a Chinese, you must download a wechat first.

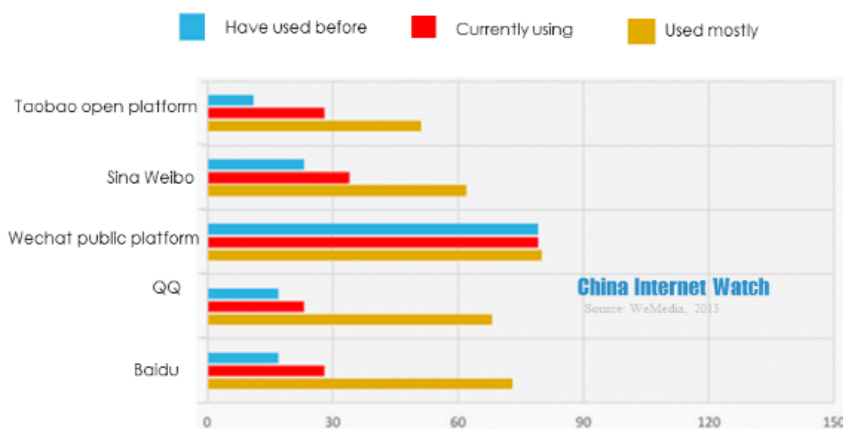
WeChat users can do just about anything, including play games, send money to people, make video calls, order food, read the news, book a doctor appointment, and more. It's basically China's version of Facebook.

"WeChat's reach and influence is unrivaled in China's online space," said research firm China Skinny. "It touches everything from consumers communicating with their nearest and dearest, to sharing their most special moments, to buying everything from cinema tickets to taxi rides."

Weixin Public Platform Usage



Public Platforms Used by Developers



What is WeChat Official Account Admin Platform?

The WeChat Official Account Admin Platform is a cooperation & promotion service launched for media, government and enterprises.

Official accounts can promote their brands to billions of WeChat users through this WeChat channel, thus reducing propagation cost, raising brand popularity, and building up more influential brand images.

Subscription accounts: provide a new information propagation means for media and individuals to build up better communication and management with readers.

Intended audience: individuals, media, enterprises, government, or other organizations.

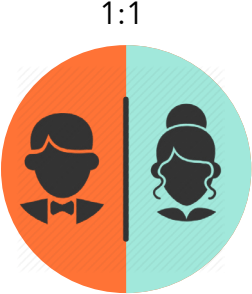
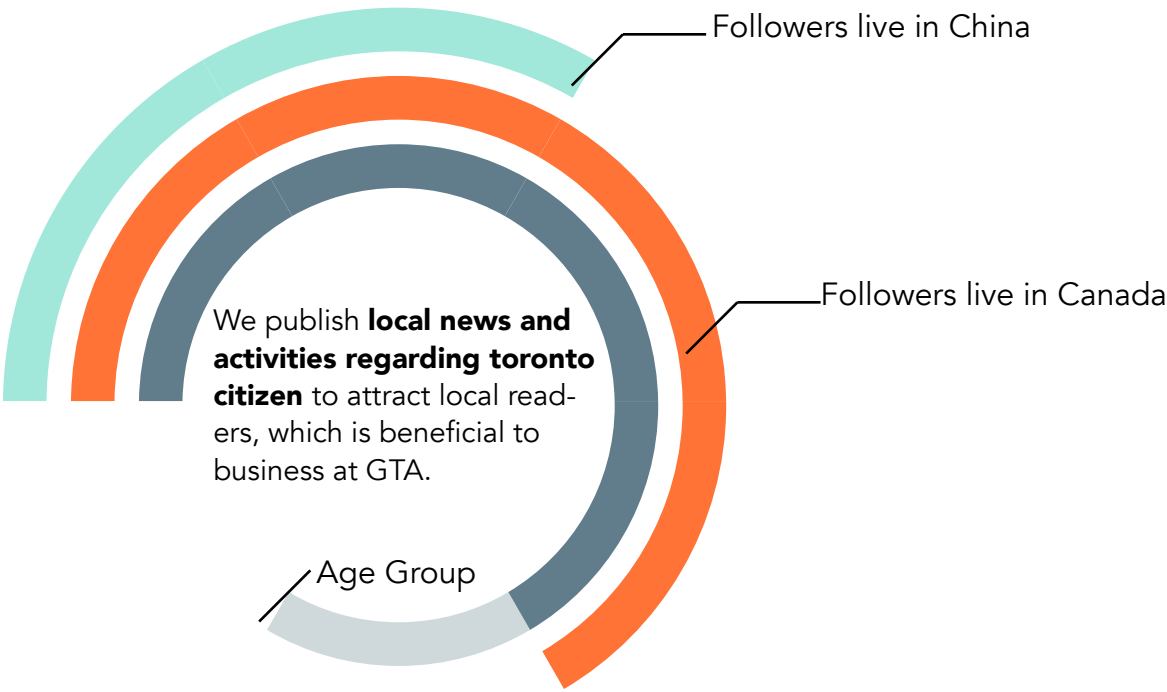
Service accounts: provide more powerful business service and user management capabilities for enterprises and organizations, to help enterprises quickly implement a brand-new official account service platform.

Intended audience: media, enterprises, government, or other organizations.



Our platform---EASY CANADA Subscription accounts

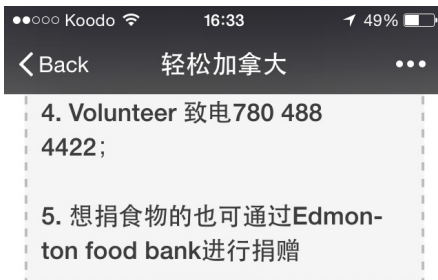
We will publish **6 articles everyday**. This service has been operated for **3 years**, which means we have collected many **royal customers**.



WeChat Platform Advertisement Package

Banner advertisement

Article——Soft advertising



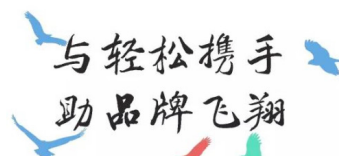
虽然大火在阿省，我们多伦多的华人也可以做一些力所能及的事，帮助受灾的同胞！



有四种混搭口味可以选择：芒果凤梨、蓝莓石榴、香蕉草莓、黄桃口味！

Banner

We will insert a designed ad banner about your product or company in the article to promote and enhance the product and corporate image.



Weichat Banner (600 x 300 pixel)



Article Soft advertising

You can provide an advertising soft article to us and we will public this article on Easy Canada WeChat platform. Based on the large group of people followed this platform we have confidence to help you build a connection to your target clients.

WeChat Banner advertisement		Article—— Soft advertising	
HEAD		<p>Head News \$1800/Time/Article Second \$1500/Time/Article Third to Six \$1000/Time/Article * If the article is written by EDITOR of easy media. Additional charges may apply. (1. 200CAD for editing only 2. 400CAD for interview and writing)</p>	
\$1000	every month		
BOTTOM			
\$500	every month		