

Media Kit 2018



Canada for the Diplomatic Community

A Guide for Foreign Representatives and Their Families

Facts about country and cities
Protocol Offices
Education
Housing and Accommodation
Transportation
Money and Taxes
Healthcare systems in provinces
Employment for family members

www.embassyservices.org



VIBRANT EDITORIAL

Canada for the Diplomatic Community is focused on the essentials of the settling process in four provinces and six cities. The content is collected from the reliable sources, and reviewed by teams of participating embassies, consulates, and international and expatriate organizations. Made available with the kind support of the Municipalities, and the Provincial and Federal Protocol Offices, the information included presented in our publications is up-to-date, relevant and practical.

The content of every new edition, is expanded and enriched with new themes and information, however, standard main topics covered include Housing and Accommodation, Transportation, Money and Personal Banking, Healthcare, Education, Working in Canada (for family members), and Lifestyle in Canada.

RESPECTED PARTNERS

Our partners are Canadian businesses with excellent customer service and standing in the community, wishing to attract and offer their goods and services to foreign representatives, foreign workers and students.

We have been privileged to work with the following advertisers in past: Cowan Insurance Group, Turkish Airlines, BMW Canada, Regal English Language Academy, Premiere Executive Suites, Canadian Museum of Nature, Royal Bank of Canada, Royal LaPage, Cartier Place Suite Hotel, CanaWindows, Bostonian Executive Suites, Jana and Emilia Fashion Design Studio, STAR Motors and Mercedes-Benz, MARK Motors and Audi, Sentinelle Health Group, Sparks Dental Clinic, Le Nordik Spa, Newlook eyewear, Berlitz, Ashbury Collage, , Canadian Museum of Civilization, Sterling, TNT Express, Interlangues, Delta Chelsea, Town Inn Suites, AMJ Cambell, R.Hooper Benefit Consultats, ILSC Education Group, and others..

INTERNATIONAL READERSHIP

- ▶ Foreign Diplomats: 9000 diplomats across Canada, from 132 embassies and high commissions in Ottawa, 80 Consulate offices in Montreal, 92 Consulate Offices in Toronto, 67 Consulate Offices in Vancouver, 40 Consulate Offices in Calgary, 27 Consulate Offices in Edmonton, 25 international organizations, over 6000 family members of foreign representatives posted in Canada
- ▶ Ministries of Foreign Affairs of all countries with representation in Canada
- ▶ Foreign Workers: over 330 000 across Canada
- ▶ Foreign Students: approximately 200 000 in major cities
- ▶ Workers in the foreign missions: over 7500 families of locally engaged foreign missions' staff

Our readership needs up-to-date information about the availability of: travel services, relocation, storage and moving services, buying, renting or leasing a car, renting or buying accommodations, short and long term hospitality stay options, home furnishings, educational programs (from kindergarten, universities, languages schools to continuing education), afterschool activities and family support services, translation services and certification of documents, insurance (health, home and car), legal and notary services, health and welfare service providers (family doctors, specialists, dentists, pharmacies, spas, natural and holistic health practitioners, massage therapists and chiropractors), banking and financial services.

Information is also needed about events and attractions, and work-related supply and support services (office supplies, IT, media, office furnishings, space rental, catering, event organization, event venues).

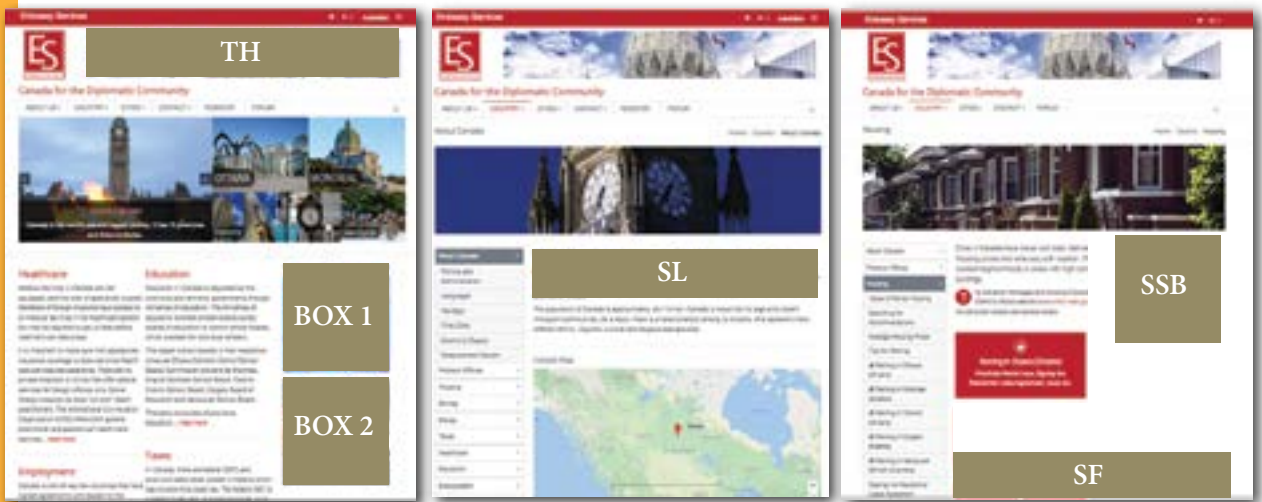
ADVERTISING IN ONLINE VERSION

- *www.embassyservices.org* is online guide that is in both official languages
- Ads booked in these spaces will be shown in rotation with other advertisers (max. 3 ads per box).
- Max. file size: 80kB, file type: JPG, GIF, PNG, PSD, TIFF.

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 We provide support to help you determine the availability and best option for the positioning of your ad.

AD SIZES & RATES FOR ONLINE VERSION

Top header banner (920 x135.5 px) - Whole website	
Box 1 (300x300 px) - Main page	
Box 2 (300x300 px) - Main page	
SECTION	
Section leaderboard (847.5x105 px) - Section	
Box (300x300 px) - Section	
Section footer (847.5x105 px) - Section	



TH: TOP HEADER banner goes across entire website, one English one French 920 x 135.5 px

BOX 1 : Main page side banner. Only main page, one English one French 300 x 300 px

BOX 2 : Main page side banner. Only main page, one English one French 300 x 300 px

SL: SECTION LEADERBOARD goes across the section, one English one French 847.5 x 105 px (we have 15 sections)

SSB: SECTION SIDE BOX goes through the whole section 300 x 300 px (we have 15 sections)

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We thank you for your business!