

ABOUT PCN

Filipinos began arriving in Canada since the late 60's and has now grown to over half a million. While located mostly in the major urban centres of Toronto, Vancouver, Montreal, Calgary, Edmonton and Winnipeg, Filipinos can be found in such remote places as The Yukon or Nunavut in the North. A robust Filipino media exist in these urban centres but so far, no publication has linked all these scattered communities.

Philippine Canadian News (established in October 2015) endeavours to fill the gap with coverage of these communities while also linking them to their homeland, the Philippines. More importantly, we will not only bring news but we will analyze it so that our readers are better informed.

Top hit in Google for search keywords- *Philippine Canadian news, Filipino Canadian news, Canadian Philippine news*

AUDIENCE STATISTICS

Visitors
15,149 since January 2017

Page views
17,596 since January 2017

Audience location
55% Canada
26% Philippines
15% USA

Age
35-44 - 29%
25-34 - 22%
45-54 - 15%

Gender
Female 55%
Male 45%

Source: Google Analytics

AD SIZE

Banner 990 x 180 pixels

FREQUENCY PRICE

One Month	\$75
3 Months	\$175
6 Months	\$300
12 months	\$700

Square 336 x 280 pixels

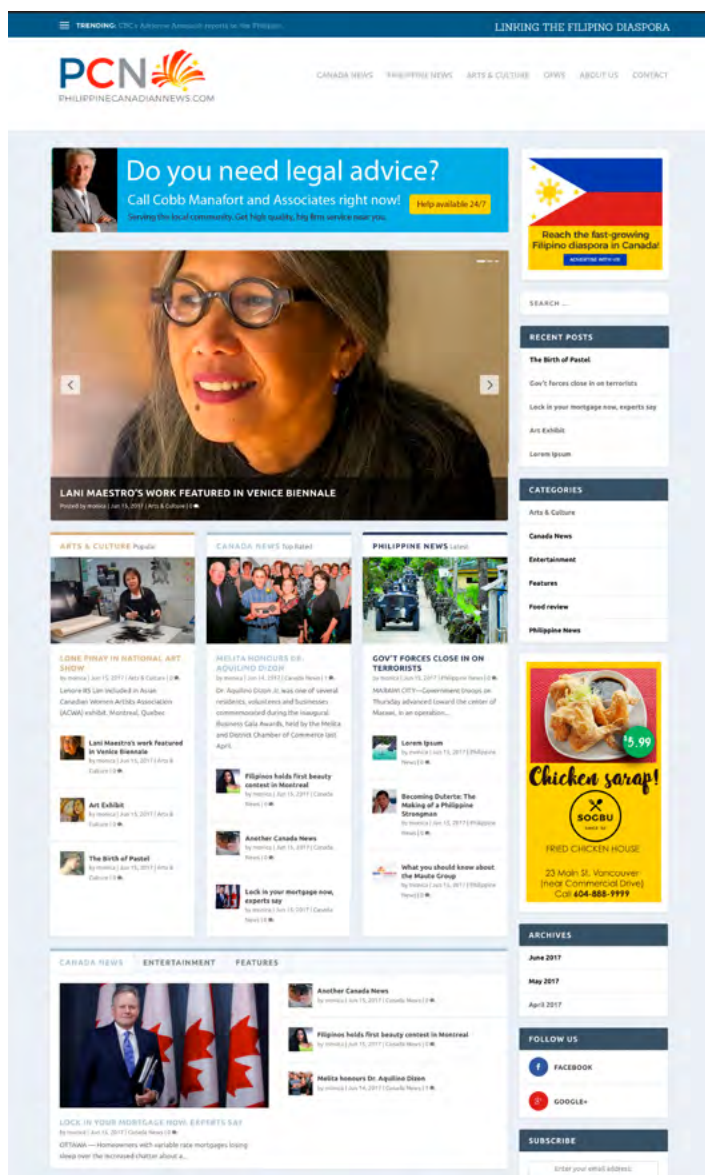
One Month	\$25
3 Months	\$50
6 Months	\$100
12 months	\$250

Tall Block 336 x 600 pixels

One Month	\$50
3 Months	\$100
6 Months	\$200
12 months	\$400

FILE FORMAT

File format: JPG, PNG, or GIF.



The screenshot shows the PCN website interface. At the top, there's a navigation bar with 'TRENDING' and 'LINKING THE FILIPINO DIASPORA'. Below that is the PCN logo and a menu with 'CANADA NEWS', 'PHILIPPINE NEWS', 'ARTS & CULTURE', 'OPIN', 'ABOUT US', and 'CONTACT'. The main content area features a large banner for 'Do you need legal advice?' with a 'Help available 24/7' button. Below the banner is a featured article titled 'LANI MAESTRO'S WORK FEATURED IN VENICE BIENNALE' with a photo of Lani Maestro. To the right is a sidebar with a search bar, 'RECENT POSTS' (including 'The Birth of Pinat'), 'CATEGORIES' (Arts & Culture, Canada News, Entertainment, Features, Food review, Philippine News), and 'ARCHIVES' (June 2017, May 2017, April 2017). At the bottom right, there's a 'FOLLOW US' section with Facebook and Google+ icons, and a 'SUBSCRIBE' form.

BOOKING

Ads may be booked up to two weeks in advance, subject to available space.

Contact ted@philippinecanadiannews.com for further inquiries. You can also use the website contact form to send us a message.