

Asian Tribune

Media Kit

Asian Tribune, a multilingual 28" Broad Sheet biweekly newspaper is published in English {50%}, Hindi {10%} and Punjabi {40%}.

Objectives: The paper was launched in August, 2010 with the following specific objectives'.

- To minimize the culture and heritage gap among South Asians.
- To recognize successful South Asians.
- To recognize South Asians' talent.
- To serve South Asians' perspective.
- To enhance South Asians' image.

Targeted readership: Canada is the home for 3 Million South Asians. Multilingual publication provide readership of Asians from various regions of Asia thereby removing language barrier.

Circulation: Our paper is read by 40,000 Asians in Edmonton & Calgary.

Also, our paper has become the voice of 10,000 members of Teamsters Local Union 987 of Alberta who have workers from numerous trades.

E-paper on our site "asiantribune.ca" is available to South Asians settled from Coast to Coast and around the Globe.

Edmonton Economic Development Corporation has already published "Asian Tribune" as an Innovator of Edmonton in their Story Room Project.

Distribution points: Sikh Temples, Hindu Temples, Fijian Temples, Grocery Stores, Meat Shops, Restaurants, Car Mechanics, Car Dealerships, Doctor's Offices, Bell Stores, Pharmacists, Travel Agencies, Lawyer's Offices, Real Estate Brokerages, Insurance Brokers & Libraries.

Editorial Board:

Prof.Harjinder Walia, PhD (Journalism) [Patron]

Walia is teaching Journalism for the last three decades at an Indian University and have produced well acclaimed Editors. He is President of Global Punjab Foundation, India and All India Journalists Association. He is also Director of Indian Administrative Services study Center at the University and plays a very important role in grooming students for various leadership slots.

Yash Sharma [Publisher/Editor in Chief]

Yash is a Science Post Graduate having diploma in marketing management and equipped with 33 years marketing and sales experience. **Yash is also the spokesperson of Press Council of Edmonton and Co-producer of "Harmony" TV show on ATN Channel.** Formerly, Sales Account Manager with GE Water & Process Technologies, Edmonton. He is also President, Global Punjab Foundation, Edmonton Chapter and ex-Treasurer, South East Rotary Club of Edmonton.

Raghubir Blaspuri [Bureau Chief Punjabi]

Raghubir is a journalist par excellence. Before taking over this assignment, he has successfully published "Dastak", monthly Punjabi magazine for two years. Raghubir is thickly associated with Punjabi communities and ensure that all the community events are adequately covered and every age segment is duly represented in Punjabi section.

Sat Paul Kaushal [Bureau Chief, Calgary]

Kaushal is a retired Principal of Government Senior School of India. He is Vice President {Senior} of Hindu Society of Alberta, Director, Indo-Canadian Association of Immigrants seniors and Director of North McKnight Resource Center. Kaushal is actively volunteering for South Asians and to address their various concerns.

Tariff Card

Asian Tribune		
Phone: 780 200 0246 , Email: yash@asiantribune.ca		
RATE CARD		
Page	Approx Dimensions (Inches)	Cost (\$)/ Insertion
Full page Front Cover (Wrap around)	11.5X21.35	1500
Full page	11.5X21.35	1200
Half Page	11.5X10.59	700
Quarter Page	5.7X10.6	400
1/8 Page	5.7X5.3	250
Strip	11.4X2.5	200
Ear Panel	2X3	200
GST extra		