



VI WEEKLY AMBASSADOR PROGRAM



When new immigrants arrive in Canada, they tend to find most vendors speak English. It is important that they can communicate with these vendors since many local businesses provide excellent service and offer great products. What is missing is a bridge of mutual understanding between the vendors and all of their potential customers.

VI Weekly is the bridge! With an estimated 50,000 Chinese residents on Vancouver Island, VI Weekly represents a unique advertising opportunity to reach this valuable niche market in their native language.

To honor this initiative, VI Weekly is launching an Ambassador Program, aiming to recruit university students to act as Ambassadors who would help translate a business' service or product profile into Mandarin. This is a necessary first step for the businesses to expand into the Chinese community.

HOW IT WORKS

Step One: Once local businesses have signed up for the program, each of the Ambassadors will be matched up to represent approximately 2-4 businesses.

Step Two: The ambassadors will translate each business' service, product or company profile from English into Mandarin. The translations can be up to 800 words, and any additional content will be paid at a price of \$0.08 per word. The ambassadors can also help businesses further communicate with the Chinese customers when necessary.

Step Three: Businesses can become an advertiser of VI Weekly if desired. There are three levels of service offered in this Ambassador Program:

Levels of Services	Basic	Standard	Premium
Business profile translation ¹	√	√	√
Business profile publishing ²	—	Twice/yr	4 times/yr
Newspaper ad insertion ³	—	4-color 1/4 page, ROP	4-color 1/2 page, ROP
Online business directory ⁴	—	√	√
Management of ambassadors ⁵	—	—	√
Rates (/mo, + GST)	Free	\$199	\$299

Notes:

1. **Basic** level profile translation is subject to different performance of individual ambassadors, who are not certified translators. These ambassadors are providing the Basic translation services on a volunteer basis. VI Weekly DOES give tests to the candidate Ambassadors in order to only enlist those who are more qualified.
2. For **Standard and Premium** advertisers, their Mandarin profile will be polished by VI Weekly editors and be published on VI Weekly print newspaper.
3. The newspaper ad insertion placement is once a month and ROP (run-of-press).
4. Advertisers are entitled to one listing in VI Weekly's online directory, which consists of a viweekly.ca website version and a WeChat social media version. The listing is valued at \$350 per year.
5. VI Weekly will help **Premium** advertisers recruit and manage ambassadors and provide a custom solution for the advertisers' needs to communicate with Chinese customers.

All you have to do is sign up, and VI Weekly takes care of setting up all communication! If you would like to engage in the Ambassador Program please give us a call or email jaclyn@viweekly.ca.



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Create a Mandarin Name for your Organization!

Mandarin is the most widely spoken language in the world with more than one billion native speakers, excluding Cantonese which itself has approximately 60 million speakers, according to Babbel.com. This compares to roughly 350 million English native speakers and around half a billion who speak English as their second language.

Many Chinese Canadians or Chinese residents in Canada, even if they speak proficient English, tend to describe a place or organization in a Mandarin name as they feel more comfortable.

There are no official Mandarin names, so most Chinese residents talk about regions on Vancouver Island or in Canada based on traditional popular translations. For example, there are at least three Chinese names for Nanaimo currently!

This poses a problem! Too often there are several versions of Mandarin names in use for an organization or entity.

To avoid this confusion, we strongly recommend that you **fix an official Mandarin name for your entity or organization.**

If you sign up for the Ambassador Program, we can help you solicit a well-polished Mandarin name either among our editorial staff or on a larger scale, e.g. our readers online and offline, according to your needs. This service can be provided under the Standard and Premium service level with VI Weekly.

For more information on this service, please do not hesitate to contact Jaclyn at jaclyn@viweekly.ca or at 250-320-7119.