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Canada, BC, Richmond



MEDIA KIT 2024

Wechat Media Ltd



ABOUT US

We are a leading Digital Out-of-Home media company in Greater Vancouver and Ontario with **40+ digital billboards** in shopping malls. We were born in 2015 out of an idea fuelled by a desire to help businesses reach their customers more effectively in shopping malls mostly visited by the Asian community. Our client list reads like a who's who of corporate giants, featuring **RBC, Toyota, BMO, TELUS**, and numerous other major companies. Their trust in our services speaks volumes about the quality we deliver.



OUR PARTNER MALLS

Greater Vancouver



Hannam Supermarket



Parker Place

The Crystal Mall



Rice World Supermarket



Yaohan Center



Admiralty Center



Richmond Public Market



Continental Seafood Restaurant



OUR PARTNER MALLS

Ontario



Aigoo Foodmart



Btrust Supermarket Mississauga



Btrust Supermarket Wilson



Fresh Palace Supermarket



Terra Foodmart



HANNAM SUPERMARKET

Location: 106-4501 North Rd., Burnaby, B.C.

Foot traffic: 902,556 visitors / year

Description: Located in the heart of Burnaby/Coquitlam, mostly serving the Korean community with over 200 Korean businesses. It’s the central market for Western Canada’s Korean town and the region’s first Korean community superstore

Services: One ultrahigh-resolution digital billboard

Monthly impressions: 137,667



Screen A

Screen	Screen Size	File Size	Daily Impressions	Month (CAD)	Two Months (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W1300cm (W512 inch) x H200cm (H79 inch)	Image: W4368 x H672 Video: W3840 x H672	1,697	\$1000	\$1800	\$2400	\$4200	\$7200	



THE CRYSTAL MALL

Location: 4500 Kingsway, Burnaby, B.C.

Foot traffic: 4,464,000 visitors / year

Description: Established in 2000, The Crystal Mall combines traditional Chinese open-market charm with modern amenities. The circular design offers diverse shops on two levels: a bustling Chinese open market on the first level and shops plus an East Asian-centric food court on the second level, with additional stores and a vibrant restaurant scene

Services: 8 digital billboards and 6 TV Sets

Monthly impressions: 372,000



Screen A



Screen B



Screen C



Screen D



Screen E



Screen F



TV Sets



Screen G



Screen H

THE CRYSTAL MALL

Screen	Screen Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W384cm (152 inch) x H256cm (100 inch)	W1248 x H832	2,934	\$300	\$900	\$1,950	\$3,300	\$5,400	
B	W320 cm (126 inch) x H160 cm (63 inch)	W1040 x H520	1,651	\$300	\$800	\$1,500	\$2,400	\$3,600	
C	W320 cm (126 inch) x H160 cm (63 inch)	W1040 x H520	2,017	\$300	\$800	\$1,500	\$2,400	\$3,600	
D	W512 cm (202 inch) x H80 cm (32 inch)	W1664 x H260	1,651	\$300	\$600	\$1,500	\$2,400	\$3,600	
E	W448 cm (176 inch) x H80 cm (32 inch)	W1456 x H260	550	\$200	\$600	\$1,200	\$1,800	\$2,400	
F	W256 cm (100 inch) x H96 cm (38 inch)	W832 x H312	569	\$200	\$500	\$900	\$1,200	\$1,800	
G	W352 cm (139 inch) x H80 cm (32 inch)	W1144 x H260	734	\$200	\$500	\$900	\$1,200	\$1,800	
H	W448 cm (176 inch) x H128 cm (50 inch)	W1456 x H416	532	\$200	\$600	\$1,200	\$1,800	\$2,400	
TV Set	55"	W1920 x H1080	1,926	\$300	\$800	\$1,500	\$2,400	\$3,600	



YAOHAN CENTER

Location: 3700 No. 3 Rd, Richmond, B.C.

Foot traffic: 3,162,000 visitors / year

Description: A premier Richmond retail destination with 75+ stores and eateries, featuring Osaka Supermarket across two floors.

Services: 8 digital billboards, table decals, wall-mounted printed ads

Monthly impressions:
263,500



Screen A



Screen B



Screen C



Screen D



Round Tabletop Decal - C



Screen E



Screen F



Wall-Mounted Printed Ads



Square Tabletop Decals - A & B



Screen G



Screen H

YAOHAN CENTER

Screen / Item	Screen / Item Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats (for digital screens): MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD Decals on Tabletops Printing & installation: 50 CAD /Pcs
A	W600cm (236inch) x H225cm (88inch)	W1536 x H576	2,079	\$300	\$800	\$1,500	\$2,400	\$3,600	
B	W600cm (236inch) x H225cm (88inch)	W1536 x H576	1,949	\$300	\$800	\$1,500	\$2,400	\$3,600	
C	W800cm (315inch) x H250cm (98inch)	W1280 x H1152	2,728	\$300	\$900	\$1,950	\$3,300	\$5,400	
D	W400cm (158inch) x H100cm (40inch)	W1024 x H256	390	\$200	\$250	\$450	\$600	\$900	
E	W400cm (158inch) x H100cm (40inch)	W1024 x H256	390	\$200	\$250	\$450	\$600	\$900	
F	W384cm (152 inch) x H307cm (120 inch)	W1280 x H1024	2,598	\$300	\$900	\$1,950	\$3,300	\$5,400	
G	W576cm (227inch) x H230cm (91inch)	W1920 x H768	1,949	\$300	\$800	\$1,500	\$2,400	\$3,600	
H	W768cm (303inch) x H77cm (31inch)	Image: W2560 x H256 Video: W1920 x H256	1,559	\$200	\$600	\$1,200	\$1,800	\$2,400	
Wall-Mounted Printed Ads	Brochures and Business Cards (24 pcs)							350 days / \$360 CAD	
Tabletops	Resolution: 300Dpi PDF or JPG Color mode: CMYK Square: W58cm x H40cm; Round: Φ88cm		2,208		\$100	\$180	\$240	\$360	





RICHMOND PUBLIC MARKET

Location: Westminster Highway, Richmond, B.C.

Foot traffic: 2,194,800 visitors / year

Description: Located in Richmond, Parker Place hosts Chinese shops, food stalls, fresh produce, flowers, gifts, and electronics, with a lively food court upstairs.

Services: 2 digital billboards, decals on double, round, and single tabletops, decals on glass railing, and three lightboxes.

Monthly impressions: 182,900



RICHMOND PUBLIC MARKET

Screen / Item	Screen / Item Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimum 80 times per day Acceptable file formats (for digital screens): MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD Lightbox Advertising Decals Printing & installation: 300 CAD/Pcs for Lightbox A 200 CAD/Pcs for Lightboxes B and C Decals on Railing Glass and Tabletops Printing & installation: 50 CAD/Pcs The design draft deadline is two weeks before the the campaign launch.
A	W512cm x H256cm	W1280 x H640	2,074	\$200	\$600	\$1,350	\$2,100	\$3,000	
B	W512cm x H256cm	W1280 x H640	2,074	\$200	\$600	\$1,350	\$2,100	\$3,000	
Lightbox A	W277 cm x H249cm Resolution: 300Dpi PDF or JPG Color mode: CMYK		1,623			\$1,500	\$2,400	\$3,600	
Lightbox B & C	W120 cm x H220cm Resolution: 300Dpi PDF or JPG Color mode: CMYK		1,623			\$1,500	\$2,400	\$3,600	
Decals on Double Tabletops	W46cm x H59cm Resolution: 300Dpi PDF or JPG Color mode: CMYK		2,525		\$100	\$180	\$240	\$360	
Decals on Round Tabletops	Φ90cm Resolution: 300Dpi PDF or JPG Color mode: CMYK		2,525		\$100	\$180	\$240	\$360	
Decals on Single Tabletops	W59cm x H54cm Resolution: 300Dpi PDF or JPG Color mode: CMYK		2,525		\$100	\$180	\$240	\$360	
Decal on Glass Railing	W100 cm x H64cm Resolution: 300Dpi PDF or JPG Color mode: CMYK		2,525		\$100	\$180	\$240	\$360	



PARKER PLACE

Location: 4380 No. 3 Rd, Richmond, B.C.

Foot traffic: 2,046,000 visitors / year

Description: Established in 1993, a Richmond landmark near Aberdeen Skytrain Station. Open daily, featuring 150+ stores and a diverse food court

Services: 6 digital billboards

Monthly impressions: 170,500



Screen A



Screen B



Screen C



Screen D



Screen E



Screen F

PARKER PLACE

Screen	Screen Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W400cm (158inch) x H100cm (40inch)	W1024 x H256	841	\$200	\$200	\$450	\$600	\$900	
B	W400cm (158inch) x H100cm (40inch)	W1024 x H256	1,009	\$200	\$200	\$450	\$600	\$900	
C	W400cm (158inch) x H100cm (40inch)	W1024 x H256	1,009	\$200	\$200	\$450	\$600	\$900	
D	W400cm (158inch) x H100cm (40inch)	W1024 x H256	841	\$200	\$200	\$450	\$600	\$900	
E	W288cm (113inch) x H192cm (76inch)	W960 x H640	1,681	\$200	\$200	\$450	\$600	\$900	
F	W288cm (113inch) x H192cm (76inch)	W960 x H640	1,513	\$200	\$200	\$450	\$600	\$900	



RICE WORLD SUPERMARKET

Location: 8777 Odlin Rd, Richmond, B.C.

Foot traffic: 781,200

Description: Founded in 1974, Rice World Supermarket is one of the oldest and most esteemed Asian goods supermarkets

Services: 2 digital billboards

Monthly impressions: 118,443



Screen A



Screen B

Screen	Screen Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Nine Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W614.4 cm (242 inch) x H153.6 cm (61 inch)	W1536 x H384	1,752	\$200	\$600	\$1,350	\$2,100	\$2,500	\$3,000	
B	W614.4 cm (242 inch) x H153.6 cm (61 inch)	W1536 x H384	1,752	\$200	\$600	\$1,350	\$2,100	\$2,500	\$3,000	



ADMIRALTY CENTER

Location: 8700 McKim Way, Richmond, B.C.

Description: The mall was established in 1996. It is home to over 100 stores that sell food, electronics, and other goods.

Services: One digital billboard

Monthly impressions: 25,600



Screen A

Screen	Screen Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W400cm (158 inch) x H150cm (59 inch)	W1344 x H504	356	\$200	\$500	\$900	\$1,200	\$1,800	



CONTINENTAL SEAFOOD RESTAURANT

Location: 150-11700 Cambie Rd, Richmond, BC

Description: The largest and most popular Chinese restaurant in Richmond that attracts a large number of customers daily. The restaurant hosts over 100 banquets with more than 500 guests each year.

Services: One digital billboard

Monthly impressions: 118,443



Screen A

Screen	Screen Size	File Size (pixels)	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W192 cm (76 inch) x H192 cm (76 inch)	W768 x H768	\$200	\$500	\$900	\$1,200	\$1,800	



AIGOO FOODMART

Location: 2625 Weston Rd, North York, Ontario

Foot traffic: 710,100

Description: Aigoo Foodmart is the preferred supermarket for competitive prices and a diverse selection of produce. It provides a broad range of products, including meat, seafood, fruits, vegetables, and more.

Services: One digital billboard

Monthly impressions: 93,500



Screen A

Screen	Screen Size	File Size (pixels)	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W640cm (252 inch) x H192cm (76 inch)	W2560 x H768	1,383	\$300	\$800	\$1,500	\$2,400	\$3,600	





FRESH PALACE SUPERMARKET

Location: 4040 Creditview Rd, Mississauga, Ontario

Foot traffic: 720,100

Description: The supermarket offers a one-stop shopping experience, catering to visitors' diverse needs with a comprehensive range of everyday essentials and distinctive specialty items sourced globally.

Services: One digital billboard

Yearly impressions: 120,500



Screen A

Screen	Screen Size	File Size (pixels)	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W960cm (378 inch) x H144cm (57 inch)	W3840 x H576	1,782	¥300	¥800	¥1,500	¥2,400	¥3,600	





BTRUST SUPERMARKET MISSISSAUGA

Location: 1177 Central Pkwy W, Mississauga, ON L5C 4P3

Foot traffic: 720,100

Description: Btrust Supermarket is known for its wide range of international foods, specializing in Asian and European groceries. With multiple locations in Ontario, Canada, they offer fresh produce, meats, and an extensive variety of pantry staples and specialty items.

Services: One digital billboard

Monthly impressions: 93,500



Screen A

Screen	Screen Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W832cm (328 inch) x H192cm (76 inch)	W3328 x H768	1,383	\$300	\$800	\$1,500	\$2,400	\$3,600	



BTRUST SUPERMARKET WILSON

Location: 1105 Wilson Ave, North York, ON M3M 1H2

Foot traffic: 720,100

Description: Btrust Supermarket is known for its wide range of international foods, specializing in Asian and European groceries. With multiple locations in Ontario, Canada, they offer fresh produce, meats, and an extensive variety of pantry staples and specialty items.

Services: One digital billboard

Yearly impressions: 93,500



Screen A

Screen	Screen Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W832cm (328 inch) x H192cm (76 inch)	W3328 x H768	1,383	\$300	\$800	\$1,500	\$2,400	\$3,600	



TERRA FOODMART

Location: 2458 Dundas St W, Mississauga, ON L5K 1R8

Foot traffic: 720,100

Description: Terra Foodmart is a specialty grocery store located in Ontario, Canada, that offers a diverse selection of international and local food products. They focus on providing fresh produce, quality meats, seafood, and a variety of pantry essentials from around the world.

Services: One digital billboard

Yearly impressions: 93,500



Screen A

Screen	Screen Size	File Size	Daily Impressions	Day (CAD)	Month (CAD)	Three Months (CAD)	Six Months (CAD)	Year (CAD)	Advertisement duration: 15 sec Each advertisement plays on loop and appears minimun 80 times per day Acceptable file formats: MP4, JPG or PNG; 72dpi RGB Image Design: 200 CAD Video Design: 500 CAD
A	W832cm (328 inch) x H192cm (76 inch)	W3328 x H768	1,383	\$300	\$800	\$1,500	\$2,400	\$3,600	

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