

NICHE MARKETING

Business to Business



HOLD PLEASE COMMUNICATIONS

3850 Dougall Avenue, P.O. Box 31008

Windsor, ON N9G 2Y2

Tel: 519.972.7171 **Fax:** 519.972.5149

E-mail: joe@holdplease.com

Website: www.holdplease.com

Contact: Joe Di Giorgio

HPC is an audio marketing company specializing in telephone "on hold" advertising. These audio recordings are designed to increase sales as well as entertain and inform customers while they wait.

Multicultural Marketing [Alberta]

CJCO-TV (OMNI CALGARY) OMNITELEVISION

535-7th Avenue SW

Calgary, AB T2P 0Y4

Tel: 403.508.2222 **Fax:** 403.508.5567

E-mail: info@omniab.ca

Website: www.omnitv.ca

Contact: Sandy Zwyer,
Programme Information Coordinator

Tel: 416.260.3590

E-mail: sandy.zwyer@rci.rogers.com

CJEO-TV (OMNI EDMONTON) OMNITELEVISION

10212 Jasper Avenue

Edmonton, AB T5J 5A3

Tel: 780.424.2222 **Fax:** 780.440.7793

E-mail: info@omniab.ca

Website: www.omnitv.ca

Contact: Sandy Zwyer,
Programme Information Coordinator

Tel: 416.260.3590

E-mail: sandy.zwyer@rci.rogers.com

NICHE MARKETING

Multicultural Marketing [Alberta]



FAIRCHILD RADIO CALGARY **CHKF – FM 94.7**

2723-37th Avenue N.E., Unit 109
Calgary, AB T1Y 5R8

Tel: 403.717.1940 **Fax:** 403.717.1945

E-mail: sales@fm947.com

Website: www.fm947.com

Contact: Christine Leung,
General Manager

E-mail: cleung@fairchildtv.com

Fairchild Radio (Calgary) is a branch of the most established national ethnic media group in Canada, Fairchild Media Group, providing the most complete and contemporary multicultural programming to ethnic communities.

No. of employees: 50

Date Established: 1998

Multicultural Marketing [British Columbia]

CHNM-TV (OMNI BC) **OMNITELEVISION**

88 East Pender Street,
Vancouver, BC V6A 3X3

Tel: 604.678.3800 **Fax:** 604.678.3900

E-mail: info@omnitv.ca

Website: www.omnitv.ca

Contact: Sandy Zwyer,
Programme Information Coordinator

Tel: 416.260.3590

E-mail: sandy.zwyer@rci.rogers.com

NICHE MARKETING



**FAIRCHILD RADIO VANCOUVER CJVB -
AM 1470 & CHKG - FM 96.1**

4151 Hazelbridge Way, Unit 2090
Richmond, BC V6X 4J7

Tel: 604.295.1234 **Fax:** 604.295.1205

E-mail: sales@am1470.com

Website: www.am1470.com or
www.fm961.com

Contact: Jenny Tang, Marketing Executive,

E-mail: jennytang@am1470.com

Fairchild Radio (Vancouver) is a branch of the most established national ethnic media group in Canada, Fairchild Media Group, providing the most complete and contemporary multicultural programming to ethnic communities.

No. of employees: 120

Date Established: AM 1470: 1993

FM 96.1: 1997

Insight In Sight



A full-service advertising agency specializing in ethnic marketing communications.

- Strategic Planning
- Creative Development
- Print, Television & Radio
Commercials Production
- Media Planning & Buying
- Event Marketing & Management

Contact:

John Leung *President*



PRIME ADVERTISING

111 Gordon Baker Road, Suite 428,
North York, Ontario M2H 3R1

Tel 416.591.7331 Fax 416.591.7342
www.primemead.com

NICHE MARKETING



TALENTVISION HEAD OFFICE:

#3300 - 4151 Hazelbridge Way.
Aberdeen Centre
Richmond, BC V6X 4J7
Tel: 604.295.1328 **Fax:** 604.295.1399
E-mail: info@talentvision.com
Website: www.talentvision.com
Contact: Helen Lee, Controller

Ethnic Communities Served: Chinese (Mandarin), Vietnamese, and Korean. Talentvision offers over 18 hours of Mandarin programming daily including a local, national newscast and imported programs from China & Taiwan plus 4 hours of Korean & Vietnamese programming daily.

Multicultural Marketing [Ontario]

AL MEDIA MOVERS INC.

110 Sudbury Street
Toronto, ON M6J 3S6
Tel: 415.578.3391 **Fax:** 501.647.4332
Website: www.media-movers.com
Contact: Lawrence Vishnu

ASIANETWORK CANADA

World Exchange Plaza
1150-45 O'Connor Street
Ottawa, ON K1P 1A4
Tel: 1.866.276.9055 **Fax:** 1.866.276.9657
E-mail: Info@AsiaNetwork.ca
Website: www.AsiaNetwork.ca
Contact: Elizabeth Yeh

CHINA SYNDROME PRODUCTIONS INC.

120 West Beaver Creek Road, Unit 23
Richmond Hill, ON L4B 1L2
Tel: 905.886.6373 **Fax:** 905.886.6300
E-mail: paulyee@chinasyndrome.com
Website: www.chinasyndrome.com
Contact: Paul Yee

CFMT-TV (OMNI.1) OMNI TELEVISION

545 Lake Shore Blvd. West
Toronto, ON M5V 1A3
Tel: 416.260.0047 **Fax:** 416.260.3621
Toll-Free: 1.888.260.0047
E-mail: info@omnitv.ca
Website: www.omnitv.ca
Contact: Sandy Zwyer,
Programme Information Coordinator
Tel: 416.260.3590
E-mail: sandy.zwyer@rci.rogers.com

CJMT-TV (OMNI.2) OMNI TELEVISION

545 Lake Shore Blvd. West
Toronto, ON M5V 1A3
Tel: 416.260.0060 **Fax:** 416.260.3621
Toll-Free: 1.866.260.0060
E-mail: info@omnitv.ca
Website: www.omnitv.ca
Contact: Sandy Zwyer,
Programme Information Coordinator
Tel: 416.260.3590
E-mail: sandy.zwyer@rci.rogers.com

NICHE MARKETING

Multicultural Marketing [Ontario]



FAIRCHILD RADIO

TORONTO CHKT – AM1430

135 East Beaver Creek Road, Unit 8
Richmond Hill, ON L4B 1E2

Tel: 905.763.3353 **Fax:** 905.889.7553

E-mail: sales@am1430.com

Website: www.am1430.com

Contact: Winnie Wong, Sales
& Marketing Director

E-mail: winniewong@am1430.com

Fairchild Radio (Toronto) is a branch of the most established national ethnic media group in Canada, Fairchild Media Group, providing the most complete and contemporary multicultural programming to ethnic communities.

No. of employees: 50 – 100

Date Established: 1998

GOLDEN EYE MEDIA INC.

2800 John Street, Unit 16

Markham, ON M2N 7J7

Tel: 416.624.4133 **Fax:** 905.940.3997

Cellular: 416.624.4133

E-mail: info@goldeneyemedia.com

Website: www.goldeneyemedia.com

Contact: Farzan Dehmoubed, President

Specialize in targeting the Indian, Pakistani, Tamil & Punjabi audience in Canada though our exclusive Bollywood theatres, South Asian Print, Radio & TV. Our 15 years experience ensures the lowest prices and greatest insight for your next South Asian Campaign

PRIME ADVERTISING

PRIME ADVERTISING CO. LTD.

111 Gordon Baker Road, Suite 428

Toronto, ON M2H 3R1

Tel: 416.591.7331 **Fax:** 416.591.7342

E-mail: prime@primead.com

Website: www.primead.com

Contact: John Leung, President

See our ad on page #75

NICHE MARKETING

Multicultural Marketing [Ontario]



TALENTVISION TORONTO OFFICE:

#8 - 35 East Beaver Creek Road
Richmond Hill, ON L4B 1B3
Tel: 905.889.8090 **Fax:** 905.882.7120

E-mail: info@talentvision.com

Website: www.talentvision.com

Contact: Tina Chow, Director,
Marketing & Sales

Multicultural Marketing [Ontario]
Ethnic Communities Served: Chinese
(Mandarin), Vietnamese, and Korean.
Talentvision offers over 18 hours of
Mandarin programming daily including
a local, national newscast and imported
programs from China & Taiwan plus
4 hours of Korean & Vietnamese
programming daily.

Social Marketing

ENGINE DIGITAL

21 Water Street, Suite 404
Vancouver, BC V6B 1A1
Tel: 604.684.3330 **Fax:** 604.685.3323

E-mail: getdigital@enginedigital.com

Website: www.enginedigital.com

Contact: Stephen Beck

Engine is a creative digital agency. We personify brands to connect, inspire, and mobilize consumers. The unique experiences we craft promote brand evolution through storytelling and interaction on a conversational level.

ENVIRONICS COMMUNICATIONS INC.

33 Bloor Street East, Suite 900
Toronto, ON M4W 3H1
Tel: 416.920.9000 **Fax:** 416.920.1822

E-mail: bmaclellan@environicspr.com

Website: www.environicspr.com

Contact: Bruce MacLellan

ONEMETHOD INC. DIGITAL + DESIGN

135 Liberty Street, Suite 201
Toronto, ON M6K 1A7
Tel: 416.649.0180 **Fax:** 416.649.0181

E-mail: ideas@onemethod.com

Website: www.onemethod.com

Contact: Steve Miller

NICHE MARKETING



REMEDY COMMUNICATIONS

67 Mowat Avenue, Suite 441
Toronto, ON M6K 3E6

Tel: 416.413.7910 **Fax:** 416.413.9581

E-mail: info@remedylimited.com

Website: www.remedylimited.com

Contact: D. Thompson

Remedy brings together the power of great strategy, innovative ideas, leading-edge technologies and award-winning creative to ensure your brand's success. We are remedy.

Youth Marketing

ENGINE DIGITAL

21 Water Street, Suite 404
Vancouver, BC V6B 1A1

Tel: 604.684.3330 **Fax:** 604.685.3323

E-mail: getdigital@enginedigital.com

Website: www.enginedigital.com

Contact: Stephen Beck



STUDENTAWARDS INC.

110 Eglinton Avenue E., Suite 603
Toronto, ON M4P 2Y1

Tel: 416.322.3210 **Fax:** 416.322.3209

E-mail: tessa@studentawards.com

Website: www.studentawards.com

Contact: Tessa Mintz, V.P. Account Management