

The Armenian Telephone Directory

2011 Edition

Promote your product or company and attract more clicks and calls by advertising in Toronto's **first and only** bilingual Armenian Telephone Directory published by the Holy Trinity Armenian Church.

Since its establishment in 1972, **The Armenian Telephone Directory (ATD)**, with its community and business directories has proudly become the most popular go to source for connecting with fellow Armenians and finding businesses catering to their needs. Over the years, the **ATD** has become an effective advertising tool for many businesses and community organizations. The **ATD** also features various informative and entertaining topics in both Armenian and English Languages.

The **ATD 2011** edition will be comprised of the following major sections, plus more:

- Armenian community organizations (religious, educational, cultural) and local important information
- Business Index section including business name and contact information organized in their respective categories
- Special advertisement section
- Business directory (colour and BW)
- Armenian community directory

Approximately 2500 copies of the 2011 edition are expected to be distributed this year through all major Armenian centres, churches, schools, offices, Middle Eastern and Russian shops in Toronto. The **ATD** is free of charge.

Besides numerous advertising options to suit all budgets and needs, the following limited attractive packages are available. **CALL NOW** to reserve your package!

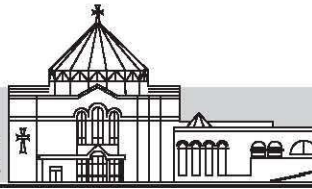
PLATINUM – ONE package available for only \$3000!!!

Your ad will appear 3 times in the **ATD** as follows:

- Full page colour back cover
- Full page colour ad next to other competitors in your respective category
- Index ad (Business name and telephone in **bold**)

Plus, you will receive a bonus of:

- 3 unit ad in the publisher's Hayreniq and Nor Serount quarterly publications for a full year (8 issues, 8000 circulation in total)*



GOLD – TWO packages available for only \$2000 each!!

Your ad will appear 3 times in the **ATD** as follows:

- Full page colour inside cover (back and front available)
- Full page colour ad next to other competitors in your respective category
- Index ad (Business name and telephone in **bold**)

Plus, you will receive a bonus of:

- 2 unit ad in the publisher's Hayreniq and Nor Serount quarterly publications for a full year (8 issues, 8000 circulation in total)*

SILVER – LIMITED numbers available only for \$1000 each!

Your ad will appear 3 times in the **ATD** as follows:

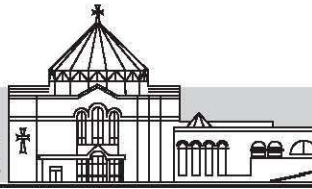
- Full page colour cardstock insert
- Full page B&W ad next to other competitors in your respective category
- Index ad (Business name and telephone in **bold**)

Plus, you will receive a bonus of:

- 1 unit ad in the publisher's Hayreniq and Nor Serount quarterly publications for one year (8 issues, 8000 circulation in total)*

In addition to the above, the following individual advertisement opportunities are also available in the **ATD 2011** edition:

		1/2 page	1 Page
Colour		\$200	\$350
B&W		\$100	\$150
Index Ad (Business name and phone number only)**	\$50		
Complementary Sponsorship		\$50	\$100



For details contact:

Marketing and Advertising Coordinator, Caroline Khoushabe, at (416) 431-3001 ext. 224 or email caroline.k@torontoarmenianchurch.org.

Special graphic design services with competitive prices to suit your business needs are also available. For details please contact the above.

Terms and conditions

1. The deadline for reserving your advertisement in the ATD is **NOW!** Space is limited. To book a prime spot, call NOW!
2. The deadline for submitting artwork in electronic form and payment is **September 30, 2011**. We require 2 weeks to deliver artwork if ordered through us.
3. We only accept advertising material in electronic form. The advertisements must be emailed to caroline.k@torontoarmenianchurch.org.
4. The publisher reserves the right to withhold an advertisement which is technically or textually contradictory or illegal.
5. The advertiser is fully responsible for the contents of the advertisement (truthfulness and accuracy of the statements/quotations, copyrights and legality).

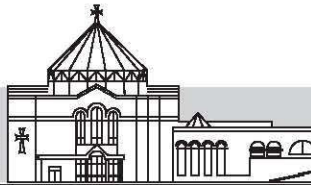
***Nor Serount (New Generation)** quarterly newsletter has been a mainstay of the Armenian community since 1955. It publishes Church news, articles about activities organized by the Auxiliary Bodies, as well as articles of religious or social nature in Armenian and English.

Circulation 2000 ~ Published 4 issues/year

Hayreniq (Homeland) quarterly magazine published by "Hayreniq" auxiliary committee since 2007 and is the only Armenian-Russian magazine in Toronto. Hayreniq enlightens, engages and entertains readers with stories in the fields of literature, politics, culture, etc.

Circulation 2000 ~ Published 4 issues/year

** An Index ad is provided for free with every type of advertisement order.



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Advertisement Request Form

Company Name-----

Requested by -----

Contact's Phone No-----

Art Work Required?-----

Chose one of the following options:

- | | |
|--|--|
| <input type="checkbox"/> Platinum package (\$3000) | <input type="checkbox"/> BW full page (\$150) |
| <input type="checkbox"/> Gold package (\$2000) | <input type="checkbox"/> BW ½ page (\$100) |
| <input type="checkbox"/> Silver package (\$1000) | <input type="checkbox"/> Index ad (\$50) |
| <input type="checkbox"/> Colour full page (\$350) | <input type="checkbox"/> Complementary full page sponsorship (\$100) |
| <input type="checkbox"/> Colour ½ page (\$200) | <input type="checkbox"/> Complementary ½ page sponsorship (\$50) |

Please fax the form to 416-431-0269 or email: caroline.k@torontoarmenianchurch.org

Upon signing and delivering this form to Holy Trinity Armenian Church, a representative will contact you to finalize the advertising order.

Signature of Advertiser

Date

(Office use only)

Received by

Date

Payment date: -----