



# ABORIGINAL CIRCLE

## GET KNOWN IN THE CIRCLE



### PACKAGES



**Raven**



**Crane**



**Eagle**

<i>Aboriginal Circle Packages Schedule</i>		<i>July 1, 2010</i>		
<b>Circle Profile – Contact Information</b>	1 year subscription	1 year subscription	1 year subscription	1 year subscription
<input checked="" type="checkbox"/> Name of your company/organization				
<input checked="" type="checkbox"/> Logo				
<input checked="" type="checkbox"/> Address				
<input checked="" type="checkbox"/> Telephone, Fax, Toll-free				
<input checked="" type="checkbox"/> Clickable Link to your website				
<input checked="" type="checkbox"/> Google Map of your location				
<input checked="" type="checkbox"/> <b>Photo Gallery</b>	1 year subscription	1 year subscription	1 year subscription	1 year subscription
<input checked="" type="checkbox"/> <b>About</b>	1 year subscription	1 year subscription	1 year subscription	1 year subscription
<input checked="" type="checkbox"/> <b>Divisions</b>	1 year subscription	1 year subscription	1 year subscription	1 year subscription
<input checked="" type="checkbox"/> <b>Instant Events Posting</b>	1 year subscription	1 year subscription	1 year subscription	1 year subscription
<input checked="" type="checkbox"/> <b>Instant Careers Posting</b>	1 year subscription	1 year subscription	1 year subscription	1 year subscription
<input checked="" type="checkbox"/> <b>Instant News Posting</b>	1 year subscription	1 year subscription	1 year subscription	1 year subscription
<input checked="" type="checkbox"/> <b>Main Page Rolodex</b>	4 weeks per annual	32 weeks per annual	365 days (full year)	
<b>Side Bar Advertisement</b>	2 weeks per annual	4 weeks per annual	8 weeks per annual	
<input checked="" type="checkbox"/>				
<b>Featured Ad Advertisement</b>		2 weeks per annual	4 weeks per annual	
<input checked="" type="checkbox"/>				
<b>Full Web Page Advertisement</b>			2 weeks per annual	
<input checked="" type="checkbox"/>				
<b>Fee (with GST)</b>	<b>RAVEN \$315.00</b>	<b>CRANE \$630.00</b>	<b>EAGLE \$1260.00</b>	

#### Get Known in the Circle – Aboriginal Circle









The Aboriginal Circle website ([www.aboriginalcircle.com](http://www.aboriginalcircle.com)) is a multifaceted communications website designed to promote, support and encourage communication amongst Aboriginal people and communities. One of its main functions is to be a relevant and useful information directory. This means providing users an online platform where they will be able to locate and find out more information about various interests within their life including social, business, health, education, cultural, recreation, tourism and a multitude of other areas of interest to Aboriginal people.

It will also be a useful tool that will help businesses, governments, non-profits and other organizations promote their programs, services, products, events, opportunities, careers and other relevant information to Aboriginal people. In addition to the promotional opportunities there will be excellent marketing and advertising options for these businesses and organizations within the Aboriginal Circle.






## CIRCLE PROFILE

The **CIRCLE PROFILE** is a client's unique web space within the Aboriginal Circle website. It will include the area and pages within the Aboriginal Circle dedicated to the client. It will allow clients to provide an accurate snapshot of their organization on business through up-to-date contact information and profile information, divisions, events, news, careers and opportunities. Features within your Aboriginal Circle profile include:

-  **CONTACT INFORMATION** – This can include the address, location, telephone, fax and toll-free number
-  **WEBSITE LINK** – A direct website link where users can click and go directly to the client's website
-  **GOOGLE MAP** – We will utilize the client's office location or other coordinates to provide a fully zoomable Google Map that will assist client's with finding that specific location.
-  **LOGO** – Clients will be able to upload a logo or image that represents their business or organization which will be profiled at the top of their profile
-  **PHOTO GALLERY** – Clients will be able to post multiple photographs, images and artwork that represent their company, organization, etc.
-  **ABOUT** – The About field will be a two or three paragraph section where the client can summarize the main activities and functions of their organization or company. The first three or four paragraphs of the About field will be the client's main short description which will be used in the rolodex summary to promote the client.
-  **DIVISIONS** – The Divisions is the page or pages of the client's Circle Profile that describe the different divisions, departments, areas, programs, products or services the client is offering. It allows the client to further explain different areas within their company or organization.
-  **ROLODEX** – Clients of the Aboriginal Circle will be regularly featured in our revolving Rolodex within the first five mainpages of the Aboriginal Circle website. The Rolodex summary will have the name of the organization and a three paragraph summary that describes the main function of the organization or company, or what they are trying to promote within the Aboriginal circle. These rolodex summaries will be directly linked to the client's Circle Profile.

**POSTING BOARDS** – Within your Aboriginal Circle profile you will have the opportunity to post information in three posting boards. When you post to these posting boards the information will post to your Aboriginal Circle profile page and also to the larger Aboriginal Circle News, Events & Careers postings boards for broader coverage and will allow your Circle Profile to remain relevant and current.

-  **NEWS** – The News posting board enables you to post recent news within your organization including press releases, popular news, changes within your organization, new policy initiatives and other news worthy items.
-  **CAREERS** - The Careers posting board will allow you to post careers, jobs, employment, contract and volunteers opportunities within your organization.
-  **EVENTS** - The Events posting board and Calendar will allow you to post various events relevant to your organization. These events could range from regular programs, workshops, elections, conferences, pow-wows, art exhibits, theatre and numerous other activities.

**SELF-ADMINISTRATION** – Aboriginal Circle clients will have the opportunity to control, allow and provide the information that they wanted promoted about their organization or company on the Aboriginal Circle. They will be able to post within all areas of their Aboriginal Circle Profile which means an instant update to your Circle Profile on the Aboriginal Circle website.






## ADVERTISING & PROMOTION

The Aboriginal Circle was not intended to replace or delineate from our client's communication approaches within their own website and advertisement material. Indeed it was create to compliment, highlight and support our client's advertising initiatives. The Aboriginal Circle has worked with our web and program development team to develop a website that has SEO or Search Engine Optimization features built within the website. This means users using Google, Bing, Yahoo and other major search engines will easily find information included within the Aboriginal Circle including our client's Circle Profiles, Advertisements, News, Events and Careers pages.




The Aboriginal Circle will be promoted online through use of Google, Facebook and other social networking promotion. The Aboriginal Circle will also advertise through word of mouth, print and media advertising and through placement of posters and flyers of the Aboriginal Circle throughout the province including urban, rural and reserve communities. The Aboriginal Circle will be a high traffic website with diverse users which will create excellent conditions for our client's to further promote and advertise on the website. In addition to the Circle Profiles including Events, News and Careers posting boards we have also included some great advertisement possibilities which are included in the packages and can be purchased seperately.

The three main advertisement options available are:



**FULL WEB AD** The Full Web Ad is the premium and most comprehensive advertising and promotion opportunity available for clients of the Aboriginal Circle. It will be a full page web adversiment and can include multiple sub-pages for client's to advertise and promote on.

-  This advertisement option will get its own named button on the master menu including a drop-down menu for its sub-pages. This will guarantee promotion in the highest traffic area of the website which will allow for maximum exposure and awareness of the client's comprehensive advertisement
-  One full web page and multiple sub page advertisement. In your advertisement(s) you can include PDF files, images, logos, maps, links and other customized information
-  **DIMENSIONS:** 1 Full Main Page Advertisement with us to 5 Full Sub Main Page Advertisement. (approx Letter Page Size)

**FEATURED AD** A featured adverstisement will be a full page web adverstised on our featured ad section. There will be a limited number of Featured Advertisements. This will provide clients with the opportunity to provide/create a comprehensive full page advertisement.

-  There will be a Featured Ad menu on the home where a drop down menu will be located, featured ads can be found there
-  One full web page. In your advertisement you can include PDF files, images, logos, maps, links and other customized information
-  **DIMENSIONS:** 1 Full Page Advertisement (approx Letter Page Size)




**SIDE BAR AD** Is a business card size advertisement located on the right hand side of the highest traffic areas including the Home page, Events Page, News page and Careers page. All clients who go on to the Aboriginal Circle website will see these advertisements instantly.

-  Clients will be able to include images, logos of a proportionate size for this small but powerful advertisement option
-  **DIMENSIONS:** 1 Side Bar Advertisement (approx Business Card Size)

# MEMBERSHIP APPLICATION FORM

Name of Organization/Business			
Address	City/Community	Province	Postal Code
Telephone Number	Toll-Free Number	Facsimile	
Email		Website	

I would like to choose the following package:

- |   |   |  |
|---|---|--|
|  <b>Raven</b><br><input type="checkbox"/> 315.00 |  <b>Crane</b><br><input type="checkbox"/> 630.00 |  <b>Eagle</b><br><input type="checkbox"/> 1260.00 |
|---|---|--|

I enclose a cheque for \$\_\_\_\_\_ made payable to the Aboriginal Circle Ltd. The Aboriginal Circle Ltd. can provide an invoice up front to request payment for packages or we can provide receipt immediately upon receiving payment.

The products, features and advertisement options made available by the "Raven", "Crane" and "Eagle" packages are outlined in the **Aboriginal Circle Packages Schedule (July 1, 2010)** document which is made available for all client's and potential clients.

Once payment has been received by the Aboriginal Circle Ltd. we will provide confirmation on receipt of funds, confirmation on membership and instructions on how to utilize your Aboriginal Circle Profile and package.

**Terms & Conditions**

"Aboriginal Circle"    Aboriginal Circle Ltd. and website: www.aboriginalcircle.com  
 "client(s)"            Business, organization, government or other paying client of the Aboriginal Circle.

1. The "Aboriginal Circle" will provide the "client" with a membership into the Aboriginal Circle which will include a Circle Profile and appropriate advertising commitment based on the package the client purchased which is outlined in the **"Aboriginal Circle Packages Schedule (July 1, 2010)."**
2. The membership will be valid for 365 days following confirmation of issuance of Aboriginal Circle membership to "client".
3. The Aboriginal Circle will confirm membership issuance by email, facsimile or written notice with instructions on how utilize the account.
4. The Aboriginal Circle reserves the rights to remove any "client" postings it deems to be offensive or discriminatory.

Name: \_\_\_\_\_ Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Organization/Business: \_\_\_\_\_

INTERNAL OFFICE Payment Received: <input type="checkbox"/> 315.00 <input type="checkbox"/> 630.00 <input type="checkbox"/> 1260.00 Username: _____ Account #: _____
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