

Indian Society of Calgary Advertisement Policy

Frequently Asked Questions

Q. Can you tell me more about the advertising plans?

We offer advertising plans to enable business owners to advertise their businesses on our Facebook group as well as on our website www.calgaryindians.org. All business owners are allowed to post an ad for free on the first day of each month. For repeat/ more frequent ads, business owners will need to buy an ad plan which will allow them to post up to 1 ad/ week and a maximum of 4 ads/ month.

Indian Society of Calgary is a regulated and monitored group, and we DO NOT allow more than one ad/week to prevent spamming. We have a cap on the number of businesses that can advertise in each business category. This allows our business associates to gain maximum exposure and value for their money.

Q. Why do you charge for ads?

Indian Society of Calgary is primarily a peer-peer interaction group. Advertising on this group is a privilege and not a right. Charging a fee for ads ensures that the group is regulated, and only those who are serious about marketing and willing to help the community at the same time will be able to advertise on the group. This differentiates our group from most of the other groups where spamming of ads is the norm. Secondly, our motto is helping business owners while helping the community. We invest the ad revenue back into the community through various events and activities for our group members.

Q. What are the pricing plans for advertising on this group?

The pricing plans depend on the type of business. For more information, please send us an email with detailed information about your business on info@calgaryindians.org. One of our team members will respond to you within 24 hours.

Q. Do you run an organization?

Yes, the group is supported by a registered non-profit organization.

Q. What does the organization stand for?

- A. For uniting and helping members of Indian diaspora living or planning to live in Calgary
- B. Help all Calgarians in their time of need (example, grocery aid program during lockdown due to current pandemic)
- C. Provide a common platform for all Calgarians of Indian origin to come together
- D. To know more please read about us here <https://www.calgaryindians.org/about>

Q. How do we help people?

- Any new Canadians looking for assistance for integrating into Canadian society - looking for a job, accommodation, info about community events in Calgary
- Food bank
- Support for all in need including victims of family abuse
- Community events and activities (online and offline)
- Attract and connect mentors and mentees and invest in these programs
- Aug 15 celebration
- Cultural and traditional festivals celebration

- Connecting people so they can leverage each other for becoming a successful and contributing member of Canadian society
- Helping people in need (financial or other tangible benefits)

Q. If we sponsor on your web site, where will be our ad placed?

A. Based on your ad plan:

Plan A: Includes*

4 ads/month on the Facebook group (max. 1 ad/week)

Ad banner on the website #

Registration on the business directory on the website

Plan B: Includes*

2 ads/month on the Facebook group (max. 1 ad/week)

Registration on the business directory on the website

*T&C apply.

#Depends on the type of business