

# GROW YOUR ONLINE PRESENCE IN AFFILIATION WITH THE WESTERN STAR ONLINE BILINGUAL DIGEST!

## ***Advantages of affiliation and advertising with the Western Star:***

*The Western Star Online Digest is at the forefront of the New Media, where content and connectivity synergize for maximum impact-to-cost ratio*

- Bilingual Chinese/English content offers potential access to more than ½ the world's total population!
- General-interest format and guaranteed regular content updating mean that articles, ads, reviews and other content matching your business will appear!
- Content is skewed to the leisure, interests, and personal needs of well-educated persons who spend money on themselves.
- Western Star Digest will be fully monetized/affiliated, meaning that tens of thousands of potential customers will be linking to the site from other sites on the Internet, providing page-views, click-throughs, and other means of generating revenue and publicity for your business.
- Western Star Digest works on the New Economy Model; advertisers and sponsors do not compete with each other, instead, as links, updates, affiliations, and Internet traffic increases, *every company* benefits in visibility and profits.

## ***Western Star Internet Presence***

*The Western Star Online Digest provides an excellent venue on the Internet for links to and promotion of your goods and services through the following:*

- Clean, easy-to-read graphic design
- Targeted audience of individuals and families working in the Pacific Rim and South Asia
- Bilingual English/Chinese presentation to attract native-born Chinese and the significant CBC (Canadian-born Chinese) and ABC (American-born Chinese) populations
- Weekly updates of editorial content, advertising, and links

***The Western Star Online Digest  
is your partner in promoting  
and expanding your business  
through the power and  
connectivity of the internet.***

## ***Content of Western Star Digest:***

*The following list shows example of the products, services, and information presented by the Western Star; information which is geared towards high-end, well-educated, leisure-oriented target audience, an audience with tech savvy and disposable income*

- Fine Art: the abstract paintings of Jimmy Choi (current feature)
- Interior Design Trends
- Employment Trends and Career Management for the Professional
- International Travel
- Fine Dining Guides for restaurants specializing in East Coast Lobster
- Health and Beauty Products and Services
- International News (non-North American perspectives)
- Thought-Provoking Op-Eds

## ***Advertiser/Sponsor Services***

*Supporters and participants in the Western Star Online Digest will be able to choose different kinds of presentation ads, ad placement, textual ads, contextual ads and dynamic linking appropriate to their business and budget.*

- Banner ads for click-throughs
- Straight visual ads
- Contextual ads (ads which automatically display beside articles relevant to your good or service)
- Text-links, where specific words or phrases in repeated Western Star content will automatically link to your site when the cursor passes over them
- Reviews of your business which include links to your business site
- Dynamic Update, where changes to the prices of your goods (e.g. lobster prices) are automatically placed in the Western Star and highlighted
- Link exchange, whereby you display a link to the Western Star on your home page and the Western Star places your link on its front page
- Affiliate programs whereby the Western Star is paid when customers come to your site through us and purchase goods or services