

# The Asian Reporter

## 2012 Fact & Rate Sheet

### Frequency

*The Asian Reporter* is published on the first and third Monday of each month.

### Circulation

26,000 copies of *The Asian Reporter* are distributed each issue throughout the Pacific Northwest through distribution outlets, community businesses, restaurants, coffee houses, public agencies, curbside newsstands, subscriptions, and many other delivery points. Our print edition is posted online in its entirety and is available for download. Our website averages more than 1,600 hits per week.

### Page formats

#### **News Page (International, Regional, Local News pages)**

Six columns per page • Maximum Width: 10 3/16" • Maximum Height: 15.75"

One column	1 9/16 inches (1.55 inches)
Two columns	3 1/4 inches (3.25 inches)
Three columns	4 15/16 inches (4.99 inches)
Four columns	6 11/16 inches (6.70 inches)
Five columns	8 7/16 inches (8.42 inches)
Six columns	10 3/16 inches (10.14 inches)

#### **Employment Pages ("Northwest Job Market")**

##### **Bids & Public Notices**

*Advertisements must be submitted in a 2-, 4-, or 6-column format.*

Six columns per page • Maximum Width: 10 3/16" • Maximum Height: 15.75"

Two columns	3 1/4 inches (3.25 inches)
Four columns	6 11/16 inches (6.70 inches)
Six columns	10 3/16 inches (10.14 inches)

### Deadlines

#### **(Print/online edition)**

General deadlines for our print edition are below. Visit

<[www.asianreporter.com](http://www.asianreporter.com)> to view a detailed list of issues and deadlines.

*News display space reservations:* 1:00pm, Wednesday prior to the next issue\*  
*Applies to all news page display ads*

*Artwork (electronic format):* 1:00pm, Thursday prior to the next issue\*  
*.pdf, .jpg, and .tif file formats accepted \**

*N.W. Job Market:* 2:00pm, Friday prior to the next issue\*

*Bids & Public Notices:* 2:00pm, Friday prior to the next issue\*

*Special Issue/Special Section:* Reservations due 2 weeks prior to issue date \*  
Artwork due 1 week prior to issue date

*Press releases:* Monday prior to the next issue

\* Early space reservations are appreciated. Please note that we accept .pdf, .tif, and .jpg electronic file formats (.pdf files should be Adobe Distiller "X-1a" compliant). If your artwork is in another format, please call to verify it can be utilized without conversion errors.

\* Advertising cancellations received after the deadline or failure to produce artwork will incur a late cancellation fee.

### Deadlines

#### **(Online-only classifieds)**

Online-only classifieds are available to advertisers not meeting the "Friday prior" deadline. Please call or e-mail for details and submission process.

*N.W. Job Market (online only):* Call or e-mail for deadline

*Bids & Public Notices (online only):* Call or e-mail for deadline

### Open rate

\$20.00 per column inch net

\$20.00 per c.i. rate is for ad space only; additional fees are charged for production.  
{All prices are net rates; Ad agencies should add 15%; Delivery is not included}

## Typical ad sizes

All prices are net; ad agencies should add 15%  
All ad sizes listed are width by height (w x h)

One-eighth page (12 c.i.) – 3 col. x 4" (4.99" w x 4" h): \$240.00  
One-eighth page (12 c.i.) – 2 col. x 6" (3.25" w x 6" h): \$240.00

Quarter page (24 c.i.) – 3 col. x 8" (4.99" w x 8" h): \$480.00  
Quarter page (24 c.i.) – 4 col. x 6" (6.7" w x 6" h): \$480.00  
Quarter page (24 c.i.) – 6 col. x 4" (10.14" w x 4" h): \$480.00

Half page (48 c.i.) – 6 col. x 8" (10.14" w x 8" h): \$960.00  
Half page (48 c.i.) – 5 col. x 9.5" (8.42" w x 9.5" h): \$960.00  
Half page (48 c.i.) – 4 col. x 12" (6.7" w x 12" h): \$960.00  
Half page (48 c.i.) – 3 col. x 15.75" (4.99" w x 15.75" h): \$960.00

Full page (96 c.i.) – 6 col. x 15.75" (10.14" w x 15.75" h): \$1,920.00

## Front page ad

Ad space is available on the front page along the lower portion. The price per issue is \$40.00 per column inch net. Minimum size: 1 column by 2 inches.

*Call for availability.*

One column by 2 inches	\$80
Two columns by 2 inches	\$160
Three columns by 2 inches	\$240
Four columns by 2 inches	\$320

## Back page ads

Full back page: \$2,100.00 net – call for availability.

Half back page: \$1,100.00 net – call for availability.

## Political ads

All political advertisements must be prepaid.

## Special events

The Asian Reporter Foundation's 14th Annual Scholarship & Awards Banquet:

Friday, April 27, 2012

(Call for banquet and scholarship sponsorship.)

The Asian Reporter Foundation's AsiaFest 2012 Celebration  
May 2012

(Call for sponsorship and booth reservations.)

## Special issues

*The Asian Reporter* has the following special annual issues.

The deadlines for special issues/special sections are:

Reservations due 2 weeks prior to issue date

Artwork due 1 week prior to issue date

January 16, 2012	Lunar/Asian/Chinese New Year Issue
May 7, 2012	Asian Heritage Month Issue
May 21, 2012	Scholarship & Awards Banquet Issue
December 17, 2012	Winter Holiday Issue

## Other ad options

*Inserts:* \$80 per 1,000 (minimum of 10,000) -- *Prepaid only.*  
\$50 per 1,000 (for full run of 26,000) -- *Prepaid only.*

*Spot color:* Standard colors:  
\$150.00 per color, per page, per issue  
Two artwork composite files must be submitted:  
1) Composite with the chosen spot color  
2) Composite composed of cyan, magenta, OR yellow

*Full color:* Full color (cyan, magenta, yellow, and black):  
\$450.00 per page, per issue

*Other:* Color cannot be discounted

<b>Typeset &amp; Layout</b>	Ad artwork production fees are \$30.00 per hour						
<b>Artwork/Creative</b>	PDF files should be Adobe Distiller "X-1a" compliant All black-and-white ads must be submitted in black and white (i.e., logos and graphics must be in grayscale, not color) When creating artwork, choose color option CMYK 100% Black (instead of rich black)						
<b>Discounts</b>	Discounts are available for consecutive display advertising insertions. Discounts apply to ad space only. Discounts do not apply to "Business Card" pricing. For multiple, non-consecutive advertising insertions, call for an individual price quote.  <i>Consecutive Issue Discounts</i> For multiple runs of the same, similar, or camera-ready news page display advertisements, the following discounts apply:  <table border="0" style="margin-left: 40px;"> <tr> <td>3 consecutive display ads</td> <td>3%</td> </tr> <tr> <td>6 consecutive display ads</td> <td>6%</td> </tr> <tr> <td>12 consecutive display ads</td> <td>10%</td> </tr> </table> <i>Personal Events</i> Birthday, anniversary, job promotion, wedding, memorial, funeral, and related personal advertisements qualify for a special discount. Please call for more information.	3 consecutive display ads	3%	6 consecutive display ads	6%	12 consecutive display ads	10%
3 consecutive display ads	3%						
6 consecutive display ads	6%						
12 consecutive display ads	10%						
<b>Fees</b>	<i>Affidavit fee:</i> \$8.50 each  <i>Late cancellation fee:</i> A late cancellation fee will be charged for failure to cancel an advertising placement by the deadline or for failure to submit artwork by the deadline.  <i>Payment with credit or debit card:</i> Payments by credit or debit card are subject to a convenience fee of 2.49%.  <i>Artwork production fee:</i> \$30.00 per hour						
<b>Tearsheets/Copies</b>	One tearsheet accompanies all invoices for news display page, Northwest Job Market, and Bids & Public Notice advertisements. Requests for additional tearsheets must be requested at ad insertion; requests for 3 or more tearsheets will incur an additional fee. Full copies of the newspaper, if requested with ad insertion, cost an additional \$1.50 per copy. All tearsheets are sent first class mail. If tearsheets need to be sent by overnight service, an additional fee will be charged.						
<b>Payment/Billing</b>	All new advertisers are required to provide full payment for their first insertion prior to publication. Thereafter, credit may be granted upon completion of a credit application or after establishment of a credit history with us.						
<b>Delinquent accounts</b>	A late fee will be charged to all delinquent accounts. All accounts considered past due forfeit discounted rates.						
<b>Errors &amp; Omissions</b>	Credits for errors or omissions within an advertisement will be issued only when the material meaning of the advertisement has been distorted (e.g. wrong phone number or address). <i>The Asian Reporter</i> is not responsible for unreported errors after the first week of publication.						
<b>Line Classified rates</b>	Line classified advertisements are available for "Business Opportunities," "For Sale," "For Rent," "Professional Services," "Real Estate," "Wanted," etc. Please call and request a Community Classified order form.						

DISPLAY AD (NEWS PAGE) —  
2 columns wide by 5 inches tall = 10 column inches  
(3.25 inches wide by 5 inches tall)  
Net cost per issue: \$200.00

DISPLAY AD (NEWS PAGE) —  
4 columns wide by 3.5 inches tall = 14 column inches  
(6.70 inches wide by 3.5 inches tall)  
Net cost per issue: \$280.00

**TYPICAL DISPLAY  
ADVERTISEMENT  
SIZES WITH PRICES  
PER ISSUE**

*Discounts apply  
to three or more  
consecutive issues.*

*All advertising prices  
apply to black & white  
camera ready artwork.*

**LARGER SIZES AVAILABLE, not pictured:**  
Quarter Page: 4.99" wide by 8" tall, \$480.00 net per issue  
Half Page: 10.14" wide by 8" tall, \$960.00 net per issue  
Full Page: 10.14" wide by 16" tall, \$1,920 net per issue  
Full Back Page: 10.14" wide by 16" tall: \$2,100 net per issue

DISPLAY AD (NEWS PAGE) —  
3 columns wide by 3 inches tall = 9 column inches  
(4.99 inches wide by 3 inches tall)  
Net cost per issue: \$180.00

*The Asian Reporter Advertising Department*  
Phone: (503) 283-4440 — Fax: (503) 283-4445

DISPLAY AD  
(NEWS PAGE) —  
1 column wide by  
2 inches tall  
= 2 column inches  
(1.55" wide by 2" tall)  
Net cost per issue:  
\$40.00

DISPLAY AD (NEWS PAGE) —  
2 columns wide by 2 inches tall = 4 column inches  
(3.25 inches wide by 2 inches tall)  
Net cost per issue: \$80.00