

The Asian Reporter

2025 Fact & Rate Sheet

Frequency

The Asian Reporter is published on the first Monday each month.

Circulation

20,000 copies of *The Asian Reporter* are circulated each issue in 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 2,000 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> 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: 1:00pm, Friday prior to the next issue*

Bids & Public Notices: 1:00pm, 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 b/w rate

\$25.00 per column inch net

\$25.00 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)
Ad prices below are for black-and-white artwork

One-eighth page (12 c.i.) – 3 col. x 4" (4.99" w x 4" h): \$300.00
One-eighth page (12 c.i.) – 2 col. x 6" (3.25" w x 6" h): \$300.00

Quarter page (24 c.i.) – 3 col. x 8" (4.99" w x 8" h): \$600.00
Quarter page (24 c.i.) – 4 col. x 6" (6.7" w x 6" h): \$600.00
Quarter page (24 c.i.) – 6 col. x 4" (10.14" w x 4" h): \$600.00

Half page (48 c.i.) – 6 col. x 8" (10.14" w x 8" h): \$1,200.00
Half page (48 c.i.) – 5 col. x 9.5" (8.42" w x 9.5" h): \$1,200.00
Half page (48 c.i.) – 4 col. x 12" (6.7" w x 12" h): \$1,200.00
Half page (48 c.i.) – 3 col. x 15.75" (4.99" w x 15.75" h): \$1,200.00

Full page (96 c.i.) – 6 col. x 15.75" (10.14" w x 15.75" h): \$2,400.00

Front page ad

Ad space is available on the front page along the lower portion.
The price per issue is \$50.00 per column inch net for black-and-white ads.
Minimum size: 2 column by 2 inches.
Call for availability.

Two columns by 2 inches	\$200
Two columns by 4 inches	\$400

Back page ads

Full back page (b/w): \$2,575.00 net – call for availability.
Half back page (b/w): \$1,300.00 net – call for availability.

Other ad options

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

Other: Color cannot be discounted

Full-color costs for certain ad sizes:

Full page full-process color: \$2,850.00 net per issue
Half page full-process color: \$1,650.00 net per issue
Quarter page full-process color: \$1,050.00 net per issue
Eighth page full-process color: \$750.00 net per issue

Political ads

All political advertisements must be prepaid.

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 6, 2025	Lunar/Asian/Chinese New Year Issue 2025
May 5, 2025	Asian Heritage Month Issue
February 2, 2026	Lunar/Asian/Chinese New Year Issue 2026

Typeset & Layout

Ad artwork production fees are \$40.00 per hour

Artwork/Creative

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)

Discounts

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.

Consecutive Issue Discounts

For multiple runs of the same, similar, or camera-ready news page display advertisements, the following discounts apply:

3 consecutive display ads	2%
6 consecutive display ads	6%

Personal Events

Birthday, anniversary, job promotion, wedding, memorial, funeral, and related personal advertisements qualify for a special discount. Please call for more information.

Fees

Affidavit fee: \$8.50 each

Late cancellation fee: 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.

Payment with credit or debit card: Payments by credit or debit card are subject to a convenience fee of 2.5%.

Artwork production fee: \$40.00 per hour

Tearsheets/Copies

One tearsheet accompanies all invoices for news display page, Northwest Job Market, and Bids & Public Notice advertisements. Requests for additional tearsheets must be made 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 \$2.00 per copy. All tearsheets are sent first class mail. If tearsheets need to be sent by overnight service, an additional fee will be charged.

Payment/Billing

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.

Delinquent accounts

A late fee will be charged to all delinquent accounts. All accounts considered past due forfeit discounted rates.

Errors & Omissions

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). *The Asian Reporter* is not responsible for unreported errors after the first issue of publication.

Line Classified rates

Line classified advertisements are available for "Business Opportunities," "For Sale," "For Rent," "For Lease," "Professional Services," "Real Estate," "Wanted," etc. Please call to request a Community Classified order form. Discounts do not apply to line classified advertisements.

The Asian Reporter

2025 Advertising & News Department Deadlines

vol. 35, #01 -- Monday, January 6, 2025 — Lunar/Asian/Chinese New Year Issue

Special section display advertising space reservation deadline: Monday, December 23, 5:00pm

Special section display advertising artwork deadline: Monday, December 30, 5:00pm

Calendar submission deadline: Monday, December 30, 5:00pm

News page display advertising space reservation deadline: *Tuesday, December 31, 1:00pm*

News page display advertising artwork deadline: *Tuesday, December 31, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, January 3, 2:00pm

Note: Offices of *The Asian Reporter* are closed on Wednesday, January 1

vol. 35, #2 -- Monday, February 3, 2025

Calendar submission deadline: Monday, January 27, 5:00pm

News page display advertising space reservation deadline: *Wednesday, January 29, 1:00pm*

News page display advertising artwork deadline: *Thursday, January 30, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, January 31, 2:00pm

vol. 35, #3 -- Monday, March 3, 2025

Calendar submission deadline: Monday, February 24, 5:00pm

News page display advertising space reservation deadline: *Wednesday, February 26, 1:00pm*

News page display advertising artwork deadline: *Thursday, February 27, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, February 28, 2:00pm

vol. 35, #4 -- Monday, April 7, 2025

Calendar submission deadline: Monday, March 31, 5:00pm

News page display advertising space reservation deadline: *Wednesday, April 2, 1:00pm*

News page display advertising artwork deadline: *Thursday, April 3, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, April 4, 2:00pm

vol. 35, #5 -- Monday, May 5, 2025 — Asian Heritage Issue

Special section display advertising space reservation deadline: Monday, April 21, 5:00pm

Special section display advertising artwork deadline: Monday, April 28, 5:00pm

Calendar submission deadline: Monday, April 28, 5:00pm

News page display advertising space reservation deadline: *Wednesday, April 30, 1:00pm*

News page display advertising artwork deadline: *Thursday, May 1, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, May 2, 2:00pm

vol. 35, #6 -- Monday, June 2, 2025

Calendar submission deadline: Monday, May 26, 5:00pm

News page display advertising space reservation deadline: *Wednesday, May 28, 1:00pm*

News page display advertising artwork deadline: *Thursday, May 29, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, May 30, 2:00pm

vol. 35, #7 -- Monday, July 7, 2025

Calendar submission deadline: Monday, June 30, 5:00pm

News page display advertising space reservation deadline: *Wednesday, July 2, 1:00pm*

News page display advertising artwork deadline: *Thursday, July 3, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: *Thursday, July 3, 2:00pm*

Note: Offices of *The Asian Reporter* are closed on Friday, July 4, 2025

vol. 35, #8 -- Monday, August 4, 2025

Calendar submission deadline: Monday, July 28, 5:00pm

News page display advertising space reservation deadline: *Wednesday, July 30, 1:00pm*

News page display advertising artwork deadline: *Thursday, July 31, 1:00pm*

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, August 1, 2:00pm

vol. 35, #9 -- Monday, September 1, 2025

Calendar submission deadline: Monday, August 25, 5:00pm

News page display advertising space reservation deadline: Wednesday, August 27, 1:00pm

News page display advertising artwork deadline: Thursday, August 28, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, August 29, 2:00pm

vol. 35, #10 -- Monday, October 6, 2025

Calendar submission deadline: Monday, September 29, 5:00pm

News page display advertising space reservation deadline: Wednesday, October 1, 1:00pm

News page display advertising artwork deadline: Thursday, October 2, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, October 3, 2:00pm

vol. 35, #11 -- Monday, November 3, 2025

Calendar submission deadline: Monday, October 27, 5:00pm

News page display advertising space reservation deadline: Wednesday, October 29, 1:00pm

News page display advertising artwork deadline: Thursday, October 30, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, October 31, 2:00pm

vol. 35, #12 -- Monday, December 1, 2025

Calendar submission deadline: Monday, November 24, 5:00pm

News page display advertising space reservation deadline: Tuesday, November 25, 1:00pm

News page display advertising artwork deadline: Wednesday, November 26, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Wednesday, November 26, 2:00pm

Note: Offices of *The Asian Reporter* are closed during the Thanksgiving Holiday, November 27 & 28

Note: Offices of *The Asian Reporter* are closed on Wednesday & Thursday, December 24 & 25

Business Address: 922 N Killingsworth Street, Suite 2D, Portland, OR 97217

Phone: (503) 283-4440 ** Fax: (503) 283-4445

Website: www.asianreporter.com ** Advertising e-mail: ads@asianreporter.com

2025 Deadlines (5/31/2024)