

Asian Pages®

THE LEADING ASIAN RESOURCE SERVING THE MIDWEST

2004 RATE & MECHANICAL DATA

award winning newspaper

REACH THE FAST GROWING ASIAN MARKET!



952/884-3265

fax 952/888-9373

www.asianpages.com

Asian Pages®

15th anniversary 1990-2004

AUDIENCE: *Asian Pages* serves an audience of over twenty different Asian groups, including Cambodian, Chinese, Filipino, Hmong, Indian, Indonesian, Japanese, Korean, Laotian, Malaysian, Sri Lankan, Thai, Tibetan, and Vietnamese. In addition, *Asian Pages* has many non-Asian readers who, for many different reasons, have an interest in the vibrant Asian community. *Asian Pages* celebrates the achievements of the Asian community in the Midwest and promotes a cultural bridge among the many different Asian groups that the newspaper serves.

REGULAR FEATURES: *Asian Pages'* regular features include Arts, Discovery News, Education, Flavors of Asia, Finance, Immigration News, Profiles, Short Stories, Reflections, Book Reviews, Regional and International News.

DATE OF PUBLICATION:

1st & 15th of each month

READERSHIP: 75,000

Serving over 20 Asian groups

CIRCULATION/DISTRIBUTION: Distributed free at 1,500 locations in Illinois, Iowa, Michigan, Minnesota, North Dakota, South Dakota, and Wisconsin. Subscribers in all 50 states and internationally.

ADVERTISING DEADLINES:

Display: 3 days prior to publication date; advertising should be submitted in a pdf file to asianpages@att.net

Classified: 2 p.m. one day prior to publication.

COMMISSION/CASH DISCOUNT:

Advertising agencies receive standard 15% commission. 15% additional cash discount for accounts paid in advance of publication by Mastercard or Visa.

INSERTS:

Pricing for inserts is \$70 per thousand for a 1 to 4 page, 8-1/2 X 11, insert. Inserts may be distributed in just the Minneapolis or St. Paul market. Call for more information.

SPOT COLOR:

Advertising spot color is available at the rate of \$70 per color. 4-color process: \$280

SUBSCRIPTIONS:

Individual: \$35 per year

International: \$85 per year

Corporate: \$150 per year (25 copies of each issue shipped to your business or school)

PAYMENT TERMS: Advertisers are invited to apply for an open account. Payment due upon receipt of invoice and tearsheets unless other arrangements have been made. All non-account holder advertising must be paid in advance. *Asian Pages* accepts Mastercard and Visa.

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WEBSITE ADVERTISING

Banner Ads: 200 x 50 pixels

Main Page: \$350 per month

Article Pages: \$195 per month

Classified Internet Ads:

\$8.50 if ad is placed in newspaper. Includes hotlinks to web addresses in the ad. 14 day placement. Internet placement only, \$16.00 for 24 words, additional words 55 cents each.

MAILING ADDRESS

P.O. Box 11932
St. Paul, Minnesota 55111-0932

DELIVERY ADDRESS

8949 Xerxes Avenue
Bloomington, Minnesota 55431

TELEPHONE: 952/884-3265

FAX: 952/888-9373

TOLL FREE: 800/998-8379

e-mail: asianpages@att.net

URL: <http://www.asianpages.com>

MEMBER:

Minnesota Newspaper Association (MNA)
Multi-Cultural Media Coalition
Asian American Journalists Association
Minnesota Hepatitis C Coalition

SPONSOR:

Twin Cities Public Television
Annual Minnesota AIDS Walk

AWARDS:

Typography and Design
MNA 1994-95 Better Newspaper Contest

1996 APECD Community Service Award
for Journalistic Achievement

world-wide-news.net

1999 Newspaper Site Award

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Rate & Mechanical Data

Effective January 1 - December 31, 2004

DISPLAY ADVERTISING RATES

SIZES	1 TIME \$25/Col inch	2-3 TIMES \$24/Col inch	4-7 TIMES \$23/Col inch	8-11 TIMES \$22/Col inch	12-24 TIMES \$21/Col inch
Back Cover	\$1,880	\$1,820	\$1,760	\$1,700	\$1,640
Full Page	1,500	1,440	1,380	1,320	1,260
3/4 Page	1,200	1,152	1,104	1,056	1,008
1/2 Page	750	720	690	660	630
1/3 Page	600	576	552	528	504
1/4 Page	450	432	414	396	378
1/6 Page	300	288	276	264	252
1/8 Page	250	240	230	220	210
1/12 Page	150	144	138	132	126
Bus. Card	75	65	60	55	52

AVAILABLE DISPLAY AD SIZES

FULL PAGE

5 Cols X 12" Depth

THREE QUARTER PAGE

5 Cols X 9.5" Depth

4 Cols X 12" Depth

HALF PAGE

5 Cols X 6" Depth

3 Cols X 10" Depth

ONE THIRD PAGE

3 Cols X 8" Depth

4 Cols X 6" Depth

QUARTER PAGE

2 Cols X 9" Depth

3 Cols X 6" Depth

ONE SIXTH PAGE

2 Cols X 6" Depth

3 Cols X 4" Depth

ONE EIGHTH PAGE

2 Cols X 5" Depth

3 Cols X 3.5" Depth

ONE TWELFTH PAGE

2 Cols X 3" Depth

3 Cols X 2" Depth

BUSINESS CARD SIZE

2 Cols X 2" Depth

1 Col X 3.5" Depth

1 Col = 1 13/16" = 11 Picas

2 Cols = 3 13/16" = 23 Picas

3 Cols = 5 13/16" = 35 Picas

4 Cols = 7 13/16" = 47 Picas

5 Cols = 9 12/16" = 59 Picas

Classified Advertising

\$16.00 per column inch

24 words = 1 column inch

PHOTO: \$18 extra

CLASSIFIED DISPLAY

\$25 per column inch

Asian Pages®

2004 CALENDAR OF EVENTS

Asian Pages



january

Japanese/Filipino New Year

february

Chinese/Vietnamese/Korean New Year

march

Banking, Business & Finance

april

Cambodian/Laotian/Thai New Year

may

Asian Pacific Heritage Month

june

Sports & Leisure

july

Home & Garden

august

Education/Career Planning

september

Asian Pages 15th Anniversary Issue

october

Salute to Small Business

november

Indian/Hmong New Year

december

Holiday Planning

To reserve your advertising space call 952/884-3265 or fax your space reservation to 952/888-9373.

ASIAN POPULATION IN SEVEN STATE MIDWEST REGION THAT ASIAN PAGES SERVES

ILLINOIS	423,603
IOWA	36,635
MICHIGAN	176,510
MINNESOTA	141,968
NORTH DAKOTA	3,606
SOUTH DAKOTA	4,378
WISCONSIN	88,763
COMBINED ASIAN POPULATION:	875,463

Source: U.S. Census Bureau, 2000 Census

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