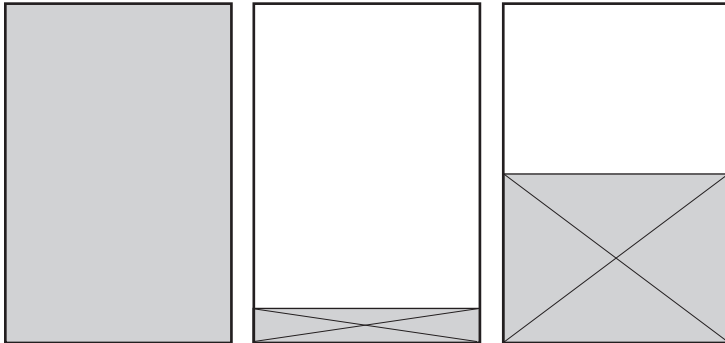


Sampan is a bi-weekly newspaper that provides news about community concerns and development, health, arts and entertainment to the greater Boston Asian American community.

87 Tyler Street 5th Fl, Boston, MA 02111
(617) 426-9492 x206 ads@sampan.org

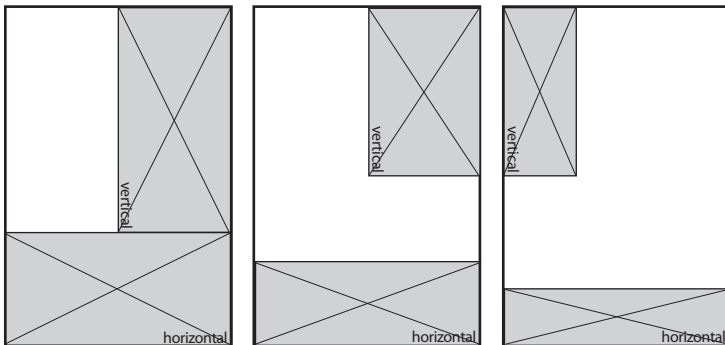
Advertising Unit Rates



Full Page
10" X 15"
\$550

Front Page Banner
10" X 1.5" (Color)
\$1,500

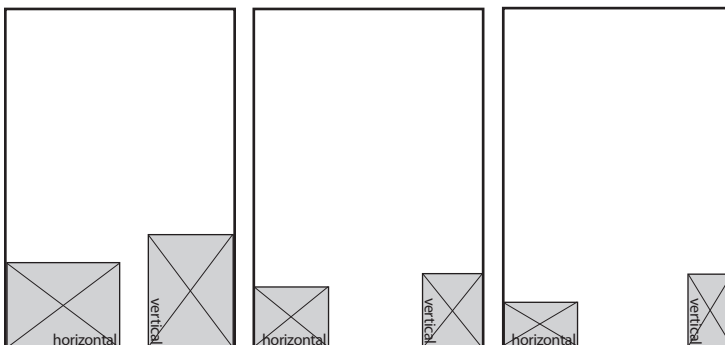
Half Page
10" X 7.5"
\$300



1/3 Page
H:10" X 5",
V: 5" X 10"
\$230

1/4 Page
H:10" X 3.75",
V: 5" X 7.5"
\$170

1/6 Page
H:10" X 2.5",
V: 3.25" X 7.5",
\$140



1/8 Page
H:5" X 3.75",
V: 3.75" X 5"
\$110

1/16 Page
H:3.75" X 2.5",
V: 2.5" X 3.75"
\$60

Business Card Size
H:3.25" X 2",
V: 2" X 3.25"
\$40

Additional fee for Color Ad:
1 Color –\$75, 2-Color –\$125, Full Color–\$200

Rates and Frequency Discounts

Ad Size	Regular Price	4-6	7-11	12+	22
		10%off	15% off	20%off	25% off
FullPage	\$550	\$495	\$467.50	\$440	\$412.50
FrontPage Banner	\$1,500	\$1,350	\$1,275	\$1,200	\$1,125
HalfPage	\$300	\$270	\$255	\$240	\$225
1/3Page	\$230	\$207	\$195.50	\$184	\$172.50
1/4Page	\$170	\$153	\$144.50	\$136	\$127.50
1/6Page	\$140	\$126	\$119	\$112	\$105
1/8Page	\$110	\$99	\$93.50	\$88	\$82.50
1/16Page	\$60	\$54	\$51	\$48	\$45
BusinessCard	\$40	\$36	\$34	\$32	\$30

*All rates are net.

Sizes that are not applicable to the discounted rate will be charged according to our open rate: \$12 per column inch.

Translation Fee

\$10 per 50 words
\$2 per column inch typesetting

Deadlines

Ads Space Reservation

Please send all advertising reservations in by the Tuesday 5:00 pm before the publication date.

Ads Requiring Translation

For ads that require translation, please send them in by the Friday before the publication date.

Camera-Ready Ads

For Camera-ready ads, please send them in by the Wednesday before the publication date.

Publishing Every Other Friday

We offer professional advertisement design.

2012 Editorial Calendar & Special Issues

Publication Date	Special Issue
JANUARY 6	
JANUARY 20	Chinese New Year Issue
FEBRUARY 3	
FEBRUARY 17	
MARCH 9	Travel Issue
MARCH 23	
APRIL 13	Medical Issue
APRIL 27	
MAY 11	
MAY 25	Asian American Heritage Issue
JUNE 8	
JUNE 22	
JULY 6	
JULY 20	The "Green" Issue
AUGUST 10	
AUGUST 24	
SEPTEMBER 14	
SEPTEMBER 28	August Moon Issue
OCTOBER 12	
OCTOBER 26	
NOVEMBER 9	
NOVEMBER 30	Real Estate Issue
DECEMBER 14	
DECEMBER 28	

Free-Standing Inserts

- \$150 per 1000 inserts, Minimum 5000

Asian American Market

- The population of Chinese Americans reaches almost 123,000 in Massachusetts in 2010, which has been up 46 percent from 2000.
- Asian buying power is expected to grow 42 percent in the next five years, from \$544 billion in 2010 to \$775 billion in 2015.

Sampan's Distribution: Over 45 Sites Readership: 40,000



Our Readers

- The Sampan's readership is about 49% male to 51% female with median household income around \$52,121.
- The average age of our readership is about 35.

Education

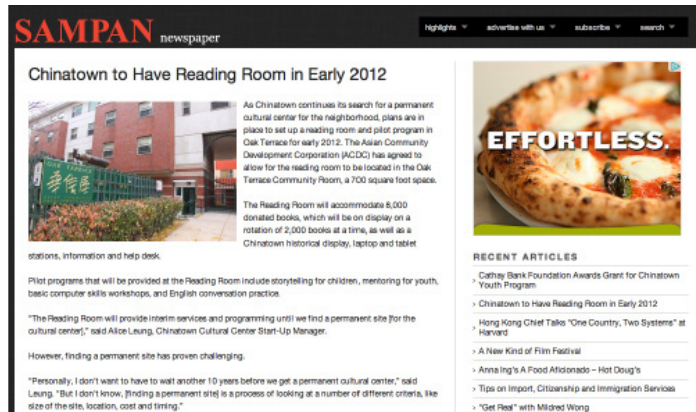
- 29.8% have graduate degrees
- 21% have Bachelor's degrees
- 7.2% have some college experience
- 13.3% are high school graduates
- 4.3% have associates degrees
- 14.7% have less than a 9th grade education
- 9.7% have a 9 to 12 grade education with no diploma

Professions

- 57.2% of readers are in management/professionals
- 15.1% in service
- 17.7% in sales/office
- 1.9% in construction/maintenance
- 8.5% in production

Introducing...

SAMPAN.ORG



What's exciting on line?

With the Sampan's new online presence, the newspaper's Website is a new and exciting opportunity to reach our loyal readership. Our website showcases all the stories that are published in the bi-weekly newspaper, as well as online-only polls, discussions, games and contests. With thousands of views each and every month, and an audience that is growing constantly, advertising on our Website is the way to go!

It is free to post any English and Chinese announcements on our Announcements page. Please send them to ads@sampan.org.

Friends of Sampan- Social Media

Social media allows the Sampan to break news stories, showcase published articles, as well as communicate with our valued readership. Every story that appears online is promoted on all of our social media avenues, and our growing social media presence is an enormous driver of viewers to our online content.

Like us on Facebook/SampanNewspaper
Follow us on Twitter: @SampanNewspaper



If a printed Ad is placed, a 50% discount off will be offered for placing the same Ad online*.

FEATURES

- * Ad size and layout will vary when they appear online.
- What we need is the HTML codes for the ad.
- No limitations with the file sizes
- Ad will appear on every page on our Website

Conditions

1. Sampan (hereinafter called the "Publisher") here reserves the right to refuse, replace, cancel or amend all or part of the contents, artwork and/or layout of any advertisements which may be deemed unsuitable for publication without giving any prior notice or reason to the Advertisers/Agencies.
2. All Checks should be made payable to "Asian American Civic Association, Sampan".
3. Payment made is non-refundable. However, advertising fee paid for cancelled order can be expended for placement of other advertisements within a reasonable period.
4. The Publisher shall not be responsible for any typographical errors so published.
5. Publisher/Website operator shall not be responsible for any damage to or loss of any advertising materials submitted by Advertisers. Advertisers are also responsible for lost links and distorted images.
6. The Advertisers shall be held solely responsible for the contents of the advertisements. In addition, the Advertisers

SIZES

- Regular Rectangle (300pxx250px) – \$110 per month
- Grand Rectangle (300pxx600px) – \$140 per month
- Full Banner (468pxx60px) – \$140 per month
- Half Banner (234pxx60px) – \$110 per month

shall ensure that such contents do not contravene any applicable laws, rules, regulations and codes of U.S.

7. The Advertisers shall absolutely and fully indemnify the Publisher/Website operator and keep the Publisher/Website operator indemnified against all claims, demands, actions and proceedings of whatsoever nature which may be brought, commenced or prosecuted against the Publisher/Website operator by reason of or arising out of any of the advertisements and also against all costs and loss which the Publisher/Website operator may incur arising out of or in connection with any such claims, demands, actions or proceedings.
8. Publisher/Website operator reserves the right to designate any web page for ad delivery.
9. All page views and ad space are reserved on a first-come-first-served basis.
10. Publisher reserves the right to terminate the contract with one month's prior notice and to vary the terms and conditions herein from time to time.