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.

### Advertising Unit Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Regular Price</th>
<th>4-6</th>
<th>7-11</th>
<th>12+</th>
<th>22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page 10&quot; X 15&quot;</td>
<td>$650</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front Page Banner 10&quot; X 1.5&quot; (Color)</td>
<td>$1,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page 10&quot; X 7.5&quot;</td>
<td>$350</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page H:10&quot; X 5&quot;, V: 5&quot; X 10&quot;</td>
<td>$265</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Page H:10&quot; X 3.75&quot;, V: 5&quot; X 7.5&quot;</td>
<td>$195</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/6 Page H:10&quot; X 2.5&quot;, V: 3.25&quot; X 7.5&quot;</td>
<td>$160</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 Page H:5&quot; X 3.75&quot;, V: 3.75&quot; X 5&quot;</td>
<td>$125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/16 Page H:3.75&quot; X 2.5&quot;, V: 2.5&quot; X 3.75&quot;</td>
<td>$68</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Card Size H:3.25&quot; X 2&quot;, V: 2&quot; X 3.25&quot;</td>
<td>$45</td>
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### Rates and Frequency Discounts (B&W)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Regular Price</th>
<th>4-6</th>
<th>7-11</th>
<th>12+</th>
<th>22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Banner</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,275</td>
<td>$1,200</td>
<td>$1,125</td>
</tr>
<tr>
<td>Half Page</td>
<td>$350</td>
<td>$315</td>
<td>$297.50</td>
<td>$280</td>
<td>$262.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$265</td>
<td>$239</td>
<td>$225.25</td>
<td>$212</td>
<td>$198.75</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$195</td>
<td>$176</td>
<td>$165.75</td>
<td>$156</td>
<td>$146.25</td>
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<tr>
<td>1/6 Page</td>
<td>$160</td>
<td>$144</td>
<td>$136</td>
<td>$128</td>
<td>$120</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$125</td>
<td>$113</td>
<td>$106.25</td>
<td>$100</td>
<td>$93.75</td>
</tr>
<tr>
<td>1/16 Page</td>
<td>$68</td>
<td>$61</td>
<td>$57.80</td>
<td>$54</td>
<td>$51</td>
</tr>
</tbody>
</table>

*All rates are net.

Sizes that are not applicable to the discounted rate will be charged according to our open rate: $15 per column inch.

### Additional fee for Color Ad - $200

### Translation Fee - $15 per 50 words

### 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.

### Publishing Every Other Friday

We offer professional advertisement design.
Asian American Market

- The population of Chinese Americans reaches almost 379,762 in Massachusetts in 2011, which has been up 200% from 2010.
- Asian buying power have reached $718.46 billion in 2012. Expecting reach $1 trillion in 5 years.

Our Readers

- The Sampan’s readership is about 46% male to 54% female with median household income around $52,121.
- The average age of our readership is about 40

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 associate 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
** It is FREE to post any English and Chinese announcements on our Announcements page.**

Please send them to editor@sampan.org

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**Friends of Sampan — Social Media**

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

**Like us on Facebook.com/SampanNewspaperBoston**

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**Conditions**

1. Sampan (hereinafter called the “Publisher”) 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 Advertiser/Agency.
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 shall ensure that such contents do not contravene any applicable laws, rules, regulations and codes of U.S.