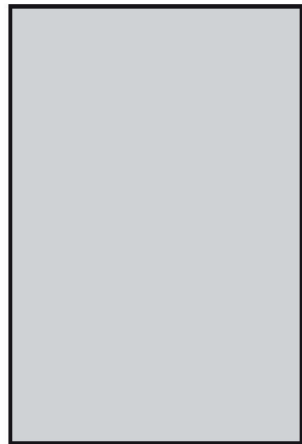


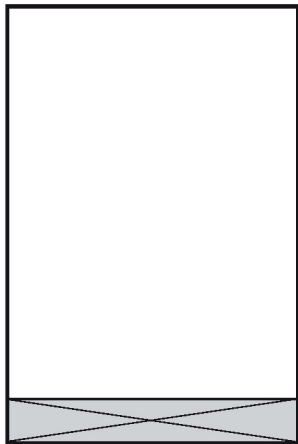
Sampán is a bi-weekly newspaper that provides news about community concerns and development, health, arts and entertainment to the greater Boston Asian American community.

87 Tyler Street 5th Fl, Boston, MA 02111
(617) 426-9492 x 206 ads@sampán.org

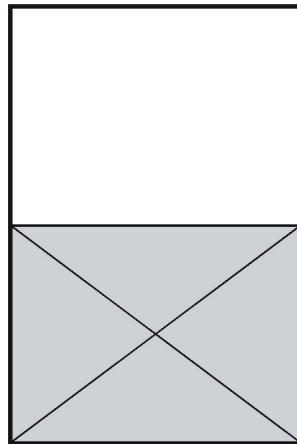
Advertising Unit Rates(B&W)



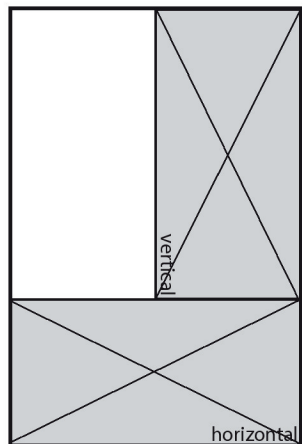
Full Page
10" X 15"
\$800



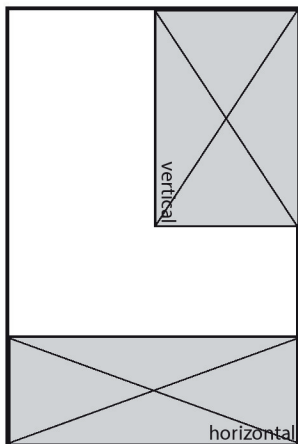
Front Page Banner
10" X 2" (Color)
\$1,150



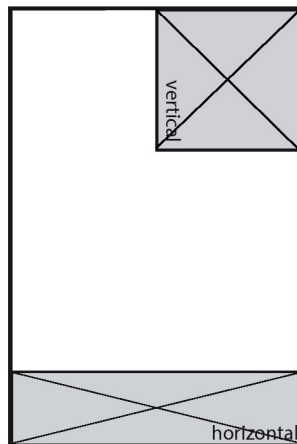
Half Page
10"x7.5"
\$420



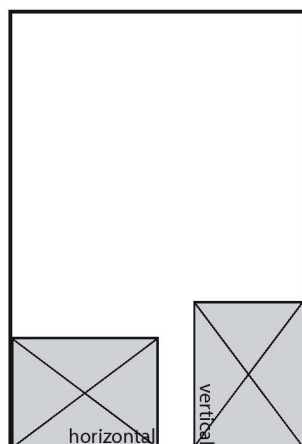
1/3 Page
H:10" X 5",
V: 5" X 10"
\$320



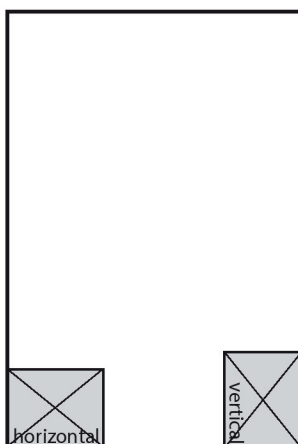
1/4 Page
H:10" X 3.75",
V: 5" X 7.5"
\$240



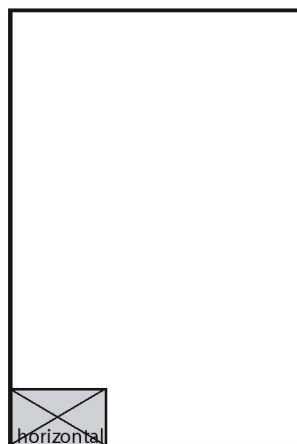
1/6 Page
H:10" X 2.5"
V: 5"x 5"
\$190



1/8 Page
H:5" X 3.75",
V: 3.75" X 5"
\$150



1/16 Page
H:3.75" X 2.5",
V: 2.5" X 3.75"
\$80



Business Card Size
H:3.25" X 2",
V: 2" X 3.25"
\$55

Rates and Frequency Discounts(B&W)

	Regular Price	4-11 Ads	12+ Ads
Ad Size		10% off	15% off
Full Page	\$800	\$720.00	\$680.00
Front Page Banner	\$1,150	\$1,035.00	\$977.50
Half Page	\$420	\$378.00	\$357.00
1/3 Page	\$320	\$288.00	\$272.00
1/4 Page	\$240	\$216.00	\$204.00
1/6 Page	\$190	\$171.00	\$161.50
1/8 Page	\$150	\$135.00	\$127.50
1/16 Page	\$80	\$72.00	\$68.00
Business Card	\$55	\$49.50	\$46.75

*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 for non-standard size.

Additional Fee for Color Ad - \$200

Translation Fee - \$15 per 50 words

Deadlines

Ads Space Reservation

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

Ad Requiring Translation

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

Publishing Every Other Friday

We offer professional advertisement design at \$75

Classified Ad

H: 3.2" x 1" Word count: 30 words

Open rate	2 months	4 months	6 months	12 months
\$30	\$108	\$204	\$288	\$540

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2025 Editorial Calendar & Special Issues

January 3	
January 24	Chinese New Year Special Issues
February 7	
February 21	
March 7	
March 21	
April 11	
April 25	
May 9	
May 23	
June 6	
June 20	
July 11	
July 25	
August 8	
August 22	August Moon Special Issues
September 5	
September 19	
October 3	
October 17	
November 7	
November 21	
December 5	
December 19	

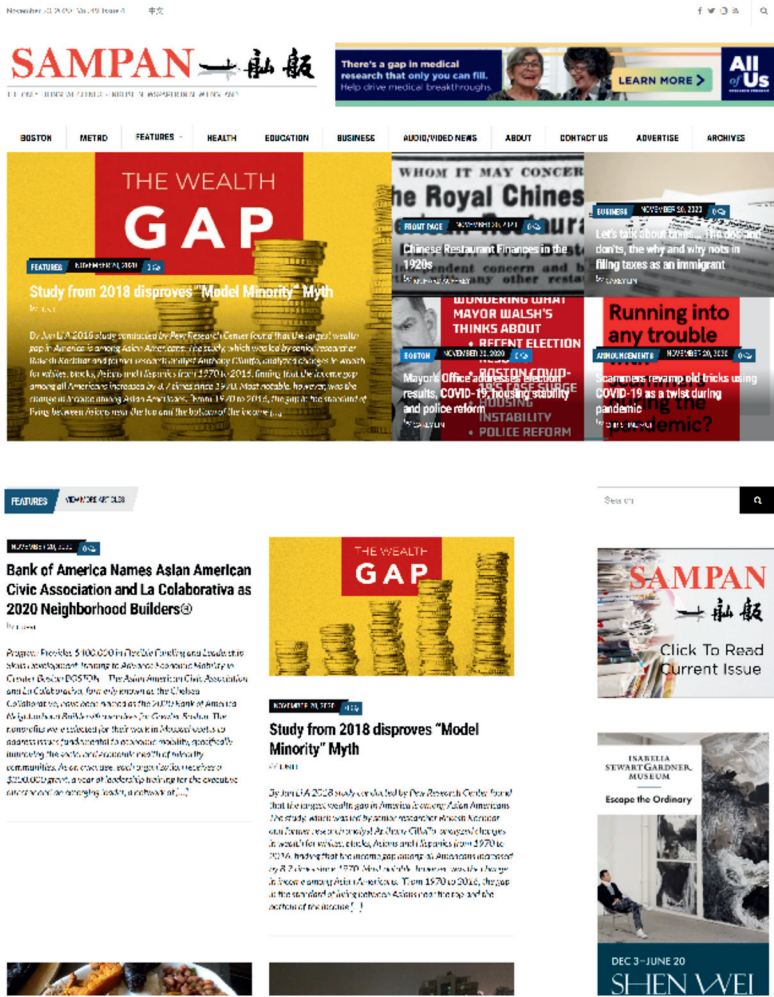
7,000 print circulation distributed to
over 112 locations throughout Boston.
Online readership is 90,000 annually



Asian American Market

- The population of Chinese Americans in Massachusetts in 2024 is estimated to be around 140,818.
- Estimated total Asian buying power in Massachusetts in 2024 is estimated to be \$23.27 billion

SAMPAN.ORG



Features

- Online advertising period is 30 days
- No color fee
- All ads can be linked to your website
- All Ads appear on every page

Online Ad Unit Rates

	<p>Banner Ad 1950px X 250px \$ 300</p>
	<p>Medium Sidebar Ad 595px X 495px \$ 150</p>
	<p>Tall Sidebar Ad 595px X 795px \$ 200</p>

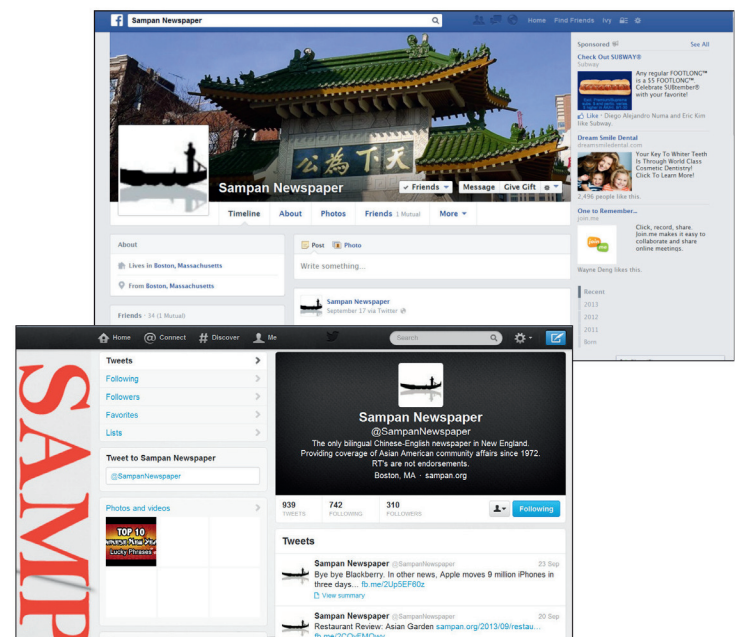
Friends of Sampan – Social Media

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

Follow us on Instagram: sampan_boston

Follow us on Twitter: @SampanNewspaper



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 maybe deemed unsuitable for publication without giving any prior notice or reason to the Advertiser/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 distort 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 for 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 maybe 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 incurising 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 here in form to time.