

Web ad rates

for www.nwasianweekly.com

Text Link Rates

Nonprofit rate	For profit rate
\$500/year	\$700/year

Link ads will be relocated every week

You may choose where to place your ad within these 3 locations: news, features, or calendar section

If your bill is \$500 or less, please pay up front

Link ad will be within an article

SPECIAL PROMOTION
Buy one month, get one FREE
(one time offer only)

Value Package for Print Advertisers

Only 15% in addition to the print ad cost to display it online also

Ad appears online for one week only

Ad will appear on designated advertising pages only

Web Ads

Will be in a rotation among a maximum of three ads

Flash ads OK

Web-ready ads are preferred

If ad design services are needed by NWA, there is a 10% additional fee

Homepage Banner Ad = 468x60 (pixels)

\$700/month

\$2,500/6 months

\$4,500/year

Homepage Block Ad = 300 x 250 (pixels)

\$800/month

\$3,000/6 months

\$5,000/year

Homepage Button Ad (top) = 125x125 (pixels)

(close to mid page)

\$300/month

\$1,400/6 months

\$2,500/year

Homepage Button Ad (bottom) = 125x125 (pixels)

\$250/month

\$1,200/6 months

\$2,200/year

In-site Banner Ad = 468 x 60 (pixels)

\$600/month

\$2,200/6 months

\$4,000/year

In-site Button Ad (top) = 125x125 (pixels)

\$200/month

\$1,000/6 months

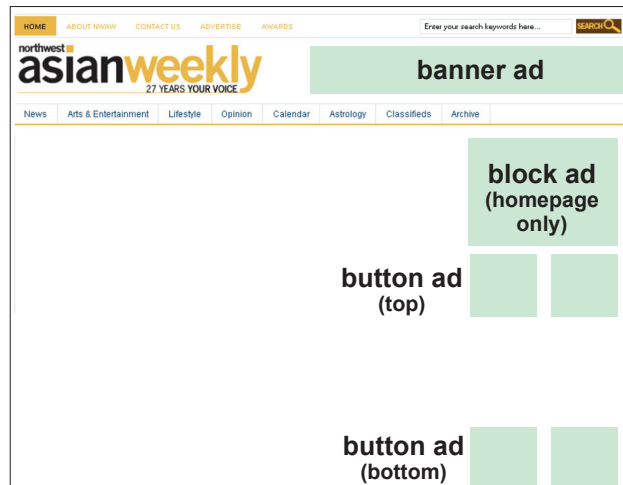
\$1,900/year

In-site Button Ad (bottom) = 125x125 (pixels)

\$150/month

\$700/6 months

\$1,200/year



northwest
asianweekly

西華報

Seattle Chinese Post

ad rates

Local, national, and international news that empowers Asian Americans

English and Chinese newspapers, the Seattle Chinese Yellow Pages, nwasianweekly.com, and seattlechinese.com

Established in 1982

412 Maynard Ave. South
Seattle, WA 98104

Tel: (206) 223-0623

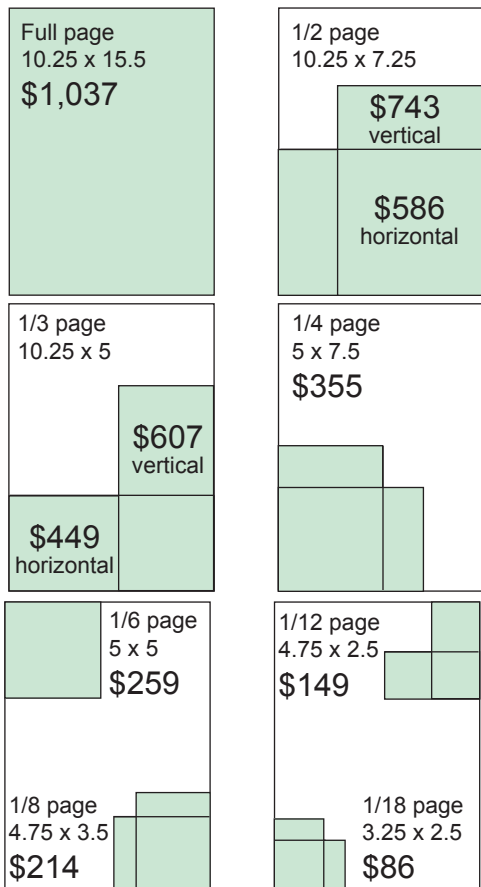
Fax: (206) 223-0626

E-mail: info@nwasianweekly.com

Web site: www.nwasianweekly.com
www.seattlechinese.com

2009-2010 ad rates

Measurements given in inches



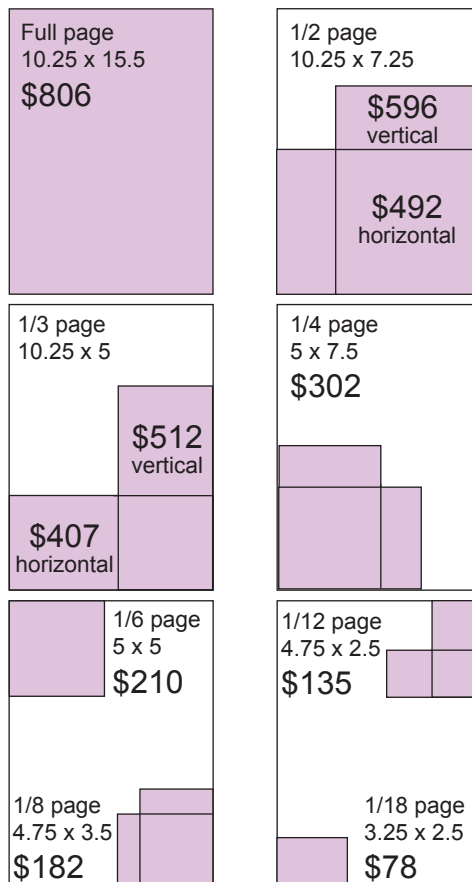
Full color = additional \$400
(Minimum ad size for full color = 1/2 page)

Front page special ad

Front page display ad
Must be below the fold, horizontally across the bottom (color only)
10.25 x 2.5
\$918

2009-2010 ad rates

Measurements given in inches



Full color = additional \$400 Red ink = additional \$180
(Minimum ad size for full color = 1/2 page)

Front page special ad

front full page
(color only)
10.25 x 12.25
\$1,806

front half page
(color only)
10.25 x 7.25
\$1,342

Classified advertising

Classified ads cost \$5 per line, with a minimum insertion order of \$30. Additional \$20 for logo. All classified ads will be placed online without additional charge. Fax your ad to (206) 223-0626 or send via e-mail to classified@nwasianweekly.com. All ads must be received in writing. Prepayment is required for new accounts.*

Deadline

The Northwest Asian Weekly and its sister publication, the Seattle Chinese Post, are distributed every Thursday morning. The deadline for insertion in the same week's edition is Tuesday at 5 p.m.

Discounts

- 6 or more inserts 10%
 - 12 or more inserts..... 15%
 - 24 or more inserts 25%
 - 1 year contract, 52 inserts 35%
- Note: No discounts for casinos.

Payment

Contracted ads will be billed once a month after publication date. Ad cancellations will be charged 50% of the ad cost. Prepayment is required for new accounts.* We accept VISA and Master cards.

Production costs

Production costs 10% of ad price. Translation fee is \$30 and up, depending on copy.

Circulation

The Northwest Asian Weekly has a circulation of 16,000. Its sister publication, the Seattle Chinese Post, has an additional 10,000 subscribers and is the only local Asian newspaper available on paid newsstands. The newspapers reach readers at more than 200 Asian restaurants on the Eastside, Bellevue, Kirkland, Redmond, Issaquah, Broadway Ave., Rainier Ave. S., the University District, Pike Place Market, Chinatown/International District, Downtown Seattle, Renton, Kent, Edmond. It is mailed weekly to subscribers in the Northwest, including the Puget Sound area, Spokane, and Oregon. We also have newsstands in the Greater Seattle area.

Ad Specification

300 dpi resolution, black and white images should be saved with images as greyscale, color images as cmyk, No 4C blacks or RGB color.

*We reserve the right to reject any ad that we deem inappropriate.