

## ■ About nwasianweekly.com

- In November 2012, our web site had approximately 461,574 unique visitors, mostly from western Washington.
- Our Facebook fanpage is updated weekly with information about events organized by our nonprofit, the Northwest Asian Weekly Foundation.
- Our Twitter feed is updated daily on weekdays and has the largest number of followers of any local ethnic media outlet.

### Recent awards:

- Second place from WNPA in Best Newspaper Website category
- Third place from SPJ for Best New Website
- Third place from WNPA in Best Blog category for Publisher's Blog

## ■ Ad specs

### Print ads:

- PDF files must be "Press Optimized" with all images embedded, all fonts embedded, all colors in a printable color space, with correct layout properties and printer marks.
- No pantone colors or spot colors.
- Ads should be in a CMYK color profile, black should be 100% black (C=0, M=0, Y=0, K=100%)
- If your ad is in black and white, the color profile should be in grayscale for better printing.
- We accept JPG, PDF, TIFF, EPS, AI, and PSD files. PDF is preferred.
- Resolution must be at least 300 dpi.

### Web ads:

- Flash ads OK
- Web-ready ads are preferred
- If ad design services are needed by NAWW, there is a 10% fee

### CONTACT US

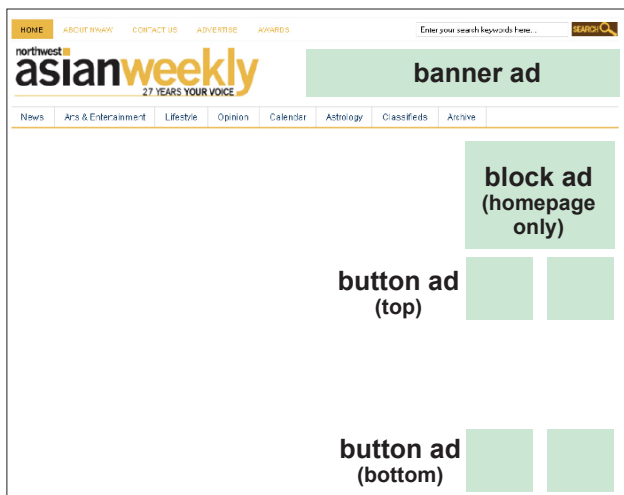
#### E-mail your ad to one of the ad representatives below:

- Kelly Liao: [kelly@nwasianweekly.com](mailto:kelly@nwasianweekly.com)
- John Liu: [john@nwasianweekly.com](mailto:john@nwasianweekly.com), [classified@nwasianweekly.com](mailto:classified@nwasianweekly.com) (for classifieds).
- Rebecca Ip: [rebecca@nwasianweekly.com](mailto:rebecca@nwasianweekly.com)

Or call them at 206-223-0623

- 1–2 tear sheets will be sent for each ad upon request
- The deadline for advertising materials is Tuesday at noon.

## ■ Web ad rates



### Banner

468x60 pixels  
\$210/week  
\$735/month  
\$2,625/6 months  
\$4,725/year

### Block

300x250 pixels  
\$231/week  
\$840/month  
\$3,150/6 months  
\$5,250/year

### Button (top) 125x125

pixels  
\$95/week  
\$315/month  
\$1,470/6 months  
\$2,625/year

### Button (bottom)

125x125 pixels  
\$79/week  
\$263/month  
\$1,260/6 months  
\$2,310/year

*\*These are 'sidebar' ads and will be displayed continuously during a reader's browsing experience on our website.*

## ■ Value Package

If you're a print advertiser, pay 15% over the cost of the print ad and your ad will be displayed online as a button (for 1/4 page print ads), block (for 1/2 page print ads), or banner ad (for full page ads) for the same amount of time as your print ad appears in our papers.

northwest  
**asianweekly**

西華報  
Seattle Chinese Post

**The Northwest Asian Weekly and Seattle Chinese Post are more than newspapers. They are windows to the world.**

When you advertise with us, you show your support for engaging and empowering people of all ages in the Asian community of the Northwest.

### Call or visit for more information

412 Maynard Ave. S., Seattle, WA 98104

T 206-223-0623

E [info@nwasianweekly.com](mailto:info@nwasianweekly.com)

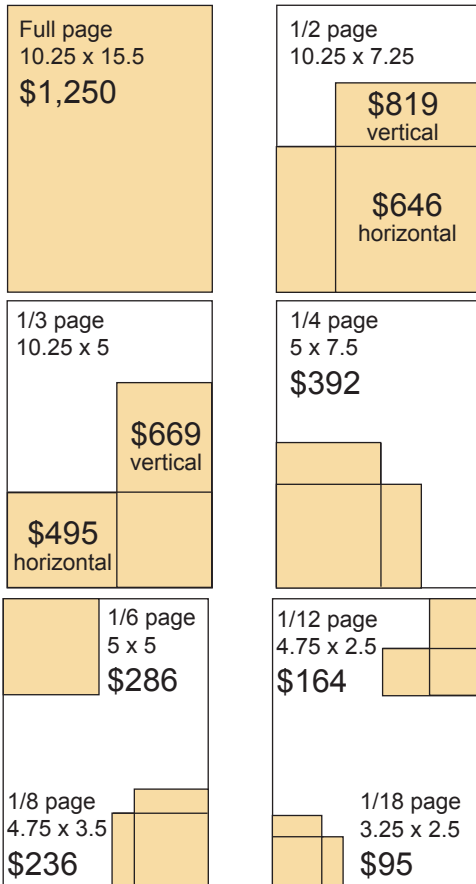
F 206-223-0626

[www.nwasianweekly.com](http://www.nwasianweekly.com)

■ 32 YEARS YOUR VOICE

## 2014 ad rates

Measurements given in inches



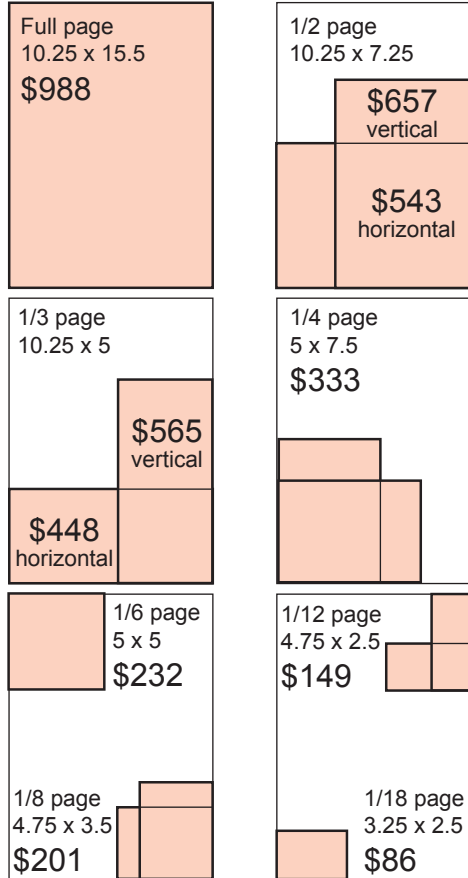
Full color = additional \$420  
 (Minimum ad size for full color = 1/2 page)

### Front page special ad

**Front page display ad**  
 Must be below the fold, horizontally across the bottom (color only)  
 10.25 x 2.5  
**\$964**

## 2014 ad rates

Measurements given in inches



Full color = additional \$420 Red ink = additional \$189  
 (Minimum ad size for full color = 1/2 page)

### Front page special ad

**front full page**  
 (color only)  
 10.25 x 12.25  
**\$1,896**

**front half page**  
 (color only)  
 10.25 x 7.25  
**\$1,409**

### Classified advertising

Classified ads cost \$5 per line, with a minimum insertion order of \$30. Additional \$20 for a 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

NWAW and SCP are distributed each 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 MasterCard.

### Production costs

Production and design 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, and Edmonds. It is mailed weekly to subscribers in the Northwest, including the Puget Sound area, Spokane, and Oregon. We also have newsstands all throughout the Greater Seattle area.