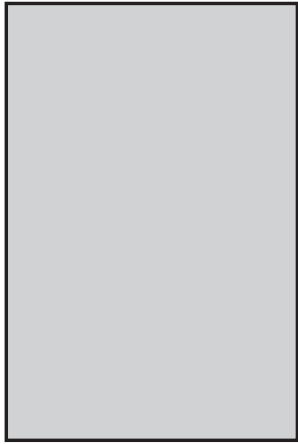


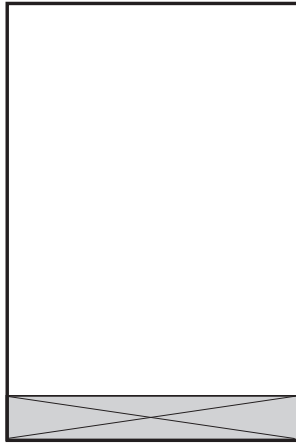
Sampán is a bi-weekly newspaper that provides news about community concerns and development, health, arts and entertainment to the greater Boston Asian American community.

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

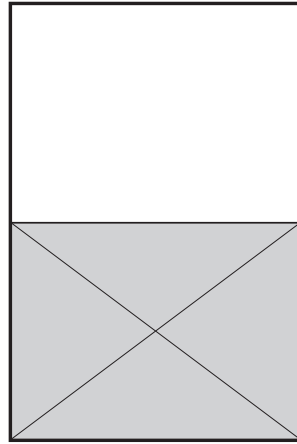
### Advertising Unit Rates(B&W)



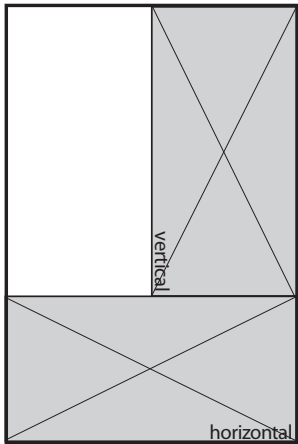
Full Page  
10" X 15"  
\$650



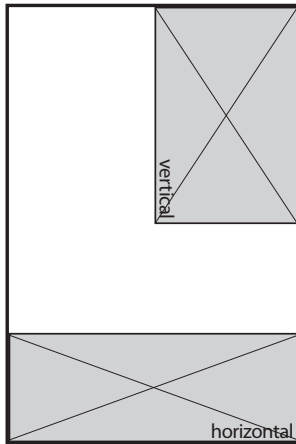
Front Page Banner  
10" X 2" (Color)  
\$950



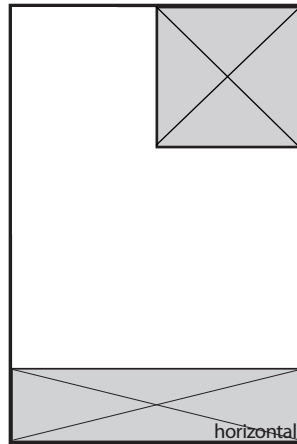
Half Page  
10" X 7.5"  
\$350



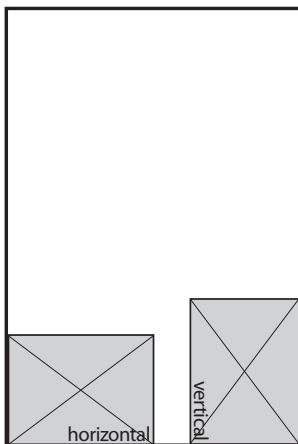
1/3 Page  
H:10" X 5",  
V: 5" X 10"  
\$265



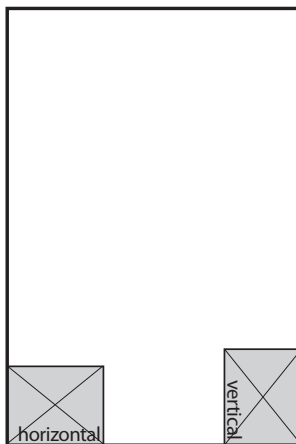
1/4 Page  
H:10" X 3.75",  
V: 5" X 7.5"  
\$195



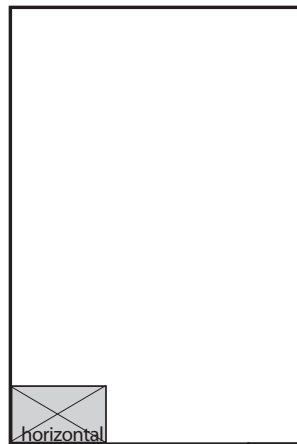
1/6 Page  
H:10" X 2.5"  
V: 5" x 5"  
\$160



1/8 Page  
H:5" X 3.75",  
V: 3.75" X 5"  
\$125



1/16 Page  
H:3.75" X 2.5",  
V: 2.5" X 3.75"  
\$68



Business Card Size  
H:3.25" X 2",  
V: 2" X 3.25"  
\$45

### Rates and Frequency Discounts(B&W)

Ad Size	Regular Price	4-12	12+
		10% off	15% off
Full Page	\$650	585	552.50
Front Page Banner	\$950	855	807.50
Half Page	\$350	315	297.50
1/3 Page	\$265	238.50	225.25
1/4 Page	\$195	175.50	165.75
1/6 Page	\$160	144	136
1/8 Page	\$125	112.50	106.25
1/16 Page	\$68	61.20	57.80
Business Card	\$45	40.50	38.25

\*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 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 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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## 2021 Editorial Calendar & Special Issues

Publication Date	Special Issue
JANUARY 8	
JANUARY 22	
FEBRUARY 5	Chinese New Year Special Issue
FEBRUARY 19	
MARCH 5	
MARCH 19	Real Estate Special Issue
APRIL 2	
APRIL 16	Medical Special Issue
MAY 7	
MAY 21	Asian American Heritage Issue
JUNE 11	
JUNE 25	Healthy Living Issue
JULY 9	
JULY 23	Housing & Home buying Issue
AUGUST 6	
AUGUST 20	August Moon Special Issue
SEPTEMBER 3	Education & Parenting Issue
SEPTEMBER 17	
OCTOBER 8	
OCTOBER 22	Lifestyle Special Issue
NOVEMBER 5	
NOVEMBER 19	Finance Special Issue
DECEMBER 3	
DECEMBER 17	Jobs & Career Special Issue

## 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.

6,000 circulation distributed to over 50 locations throughout Boston. Online readership over 20,000.



## 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

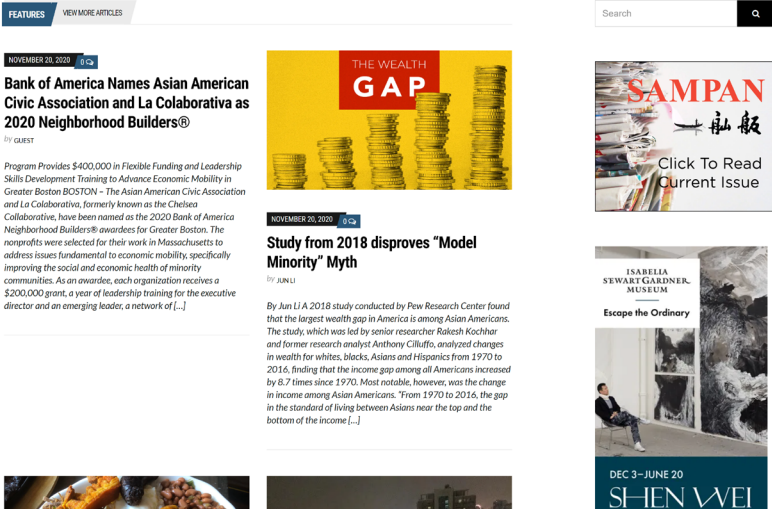
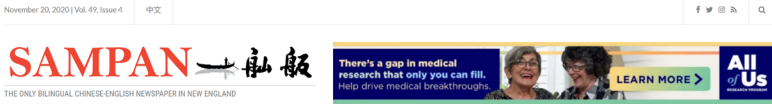
## Education

- 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


# 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




**Banner Ad**  
1950px X 250px **\$ 300**

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**Medium Sidebar Ad**  
595px X 495px **\$ 150**

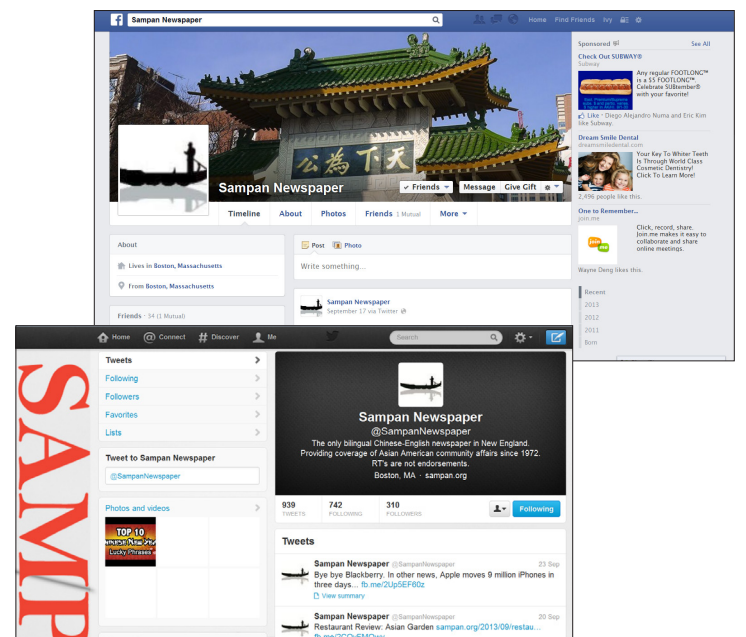


**Tall Sidebar Ad**  
595px X 795px **\$ 200**

## 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 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 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.

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 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 here in form to time.