

# The Asian Reporter

## 2021 Fact & Rate Sheet

### Frequency

The Asian Reporter is published on the first Monday each month.

### Circulation

20,000 copies of *The Asian Reporter* are circulated each issue in the Pacific Northwest through distribution outlets, community businesses, restaurants, coffee houses, public agencies, curbside newsstands, subscriptions, and many other delivery points. Our print edition is posted online in its entirety and is available for download. Our website averages more than 2,000 hits per week.

### Page formats

#### **News Page (International, Regional, Local News pages)**

Six columns per page • Maximum Width: 10 3/16" • Maximum Height: 15.75"

One column	1 9/16 inches (1.55 inches)
Two columns	3 1/4 inches (3.25 inches)
Three columns	4 15/16 inches (4.99 inches)
Four columns	6 11/16 inches (6.70 inches)
Five columns	8 7/16 inches (8.42 inches)
Six columns	10 3/16 inches (10.14 inches)

#### **Employment Pages ("Northwest Job Market")**

##### **Bids & Public Notices**

Advertisements must be submitted in a 2-, 4-, or 6-column format.

Six columns per page • Maximum Width: 10 3/16" • Maximum Height: 15.75"

Two columns	3 1/4 inches (3.25 inches)
Four columns	6 11/16 inches (6.70 inches)
Six columns	10 3/16 inches (10.14 inches)

### Deadlines

#### **(Print/online edition)**

General deadlines for our print edition are below. Visit

<[www.asianreporter.com](http://www.asianreporter.com)> to view a detailed list of issues and deadlines.

*News display space reservations:* 1:00pm, Wednesday prior to the next issue\*  
*Applies to all news page display ads*

*Artwork (electronic format):* 1:00pm, Thursday prior to the next issue\*  
*.pdf, .jpg, and .tif file formats accepted\**

*N.W. Job Market:* 2:00pm, Friday prior to the next issue\*

*Bids & Public Notices:* 2:00pm, Friday prior to the next issue\*

*Special Issue/Special Section:* Reservations due 2 weeks prior to issue date\*  
Artwork due 1 week prior to issue date

*Press releases:* Monday prior to the next issue

\* Early space reservations are appreciated. Please note that we accept .pdf, .tif, and .jpg electronic file formats (.pdf files should be Adobe Distiller "X-1a" compliant). If your artwork is in another format, please call to verify it can be utilized without conversion errors.

\* Advertising cancellations received after the deadline or failure to produce artwork will incur a late cancellation fee.

### Deadlines

#### **(Online-only classifieds)**

Online-only classifieds are available to advertisers not meeting the "Friday prior" deadline. Please call or e-mail for details and submission process.

*N.W. Job Market (online only):* Call or e-mail for deadline

*Bids & Public Notices (online only):* Call or e-mail for deadline

### Open b/w rate

\$24.00 per column inch net

\$24.00 per c.i. rate is for ad space only; additional fees are charged for production.  
{All prices are net rates; Ad agencies should add 15%; Delivery is not included.}

## Typical ad sizes

All prices are net; ad agencies should add 15%  
All ad sizes listed are width by height (w x h)  
Ad prices below are for black-and-white artwork

One-eighth page (12 c.i.) – 3 col. x 4" (4.99" w x 4" h): \$288.00  
One-eighth page (12 c.i.) – 2 col. x 6" (3.25" w x 6" h): \$288.00

Quarter page (24 c.i.) – 3 col. x 8" (4.99" w x 8" h): \$576.00  
Quarter page (24 c.i.) – 4 col. x 6" (6.7" w x 6" h): \$576.00  
Quarter page (24 c.i.) – 6 col. x 4" (10.14" w x 4" h): \$576.00

Half page (48 c.i.) – 6 col. x 8" (10.14" w x 8" h): \$1,152.00  
Half page (48 c.i.) – 5 col. x 9.5" (8.42" w x 9.5" h): \$1,152.00  
Half page (48 c.i.) – 4 col. x 12" (6.7" w x 12" h): \$1,152.00  
Half page (48 c.i.) – 3 col. x 15.75" (4.99" w x 15.75" h): \$1,152.00

Full page (96 c.i.) – 6 col. x 15.75" (10.14" w x 15.75" h): \$2,304.00

## Front page ad

Ad space is available on the front page along the lower portion. The price per issue is \$48.00 per column inch net. Minimum size: 2 column by 2 inches.  
*Call for availability.*

Two columns by 2 inches	\$192
Four columns by 2 inches	\$384

## Back page ads

Full back page: \$2,450.00 net – call for availability.  
Half back page: \$1,250.00 net – call for availability.

## Other ad options

*Full color:* Full color (cyan, magenta, yellow, and black):  
\$450.00 per page, per issue

*Other:* Color cannot be discounted

*Full-color costs for certain ad sizes:*

Full page full-process color: \$2,754.00 net per issue  
Half page full-process color: \$1,602.00 net per issue  
Quarter page full-process color: \$1,026.00 net per issue  
Eighth page full-process color: \$738 net per issue

## Political ads

All political advertisements must be prepaid.

## Special issues

*The Asian Reporter* has the following special annual issues.

The deadlines for special issues/special sections are:

Reservations due 2 weeks prior to issue date

Artwork due 1 week prior to issue date

February 1, 2021

Lunar/Asian/Chinese New Year Issue

May 3, 2021

Asian Heritage Month Issue

## Typeset & Layout

Ad artwork production fees are \$30.00 per hour

## Artwork/Creative

PDF files should be Adobe Distiller "X-1a" compliant

All black-and-white ads must be submitted in black and white  
(i.e., logos and graphics must be in grayscale, not color)

When creating artwork, choose color option CMYK 100% Black (instead of rich black)

## Discounts

Discounts are available for consecutive display advertising insertions. Discounts apply to ad space only. Discounts do not apply to "Business Card" pricing. For multiple, non-consecutive advertising insertions, call for an individual price quote.

### *Consecutive Issue Discounts*

For multiple runs of the same, similar, or camera-ready news page display advertisements, the following discounts apply:

3 consecutive display ads	3%
6 consecutive display ads	6%

### *Personal Events*

Birthday, anniversary, job promotion, wedding, memorial, funeral, and related personal advertisements qualify for a special discount. Please call for more information.

## Fees

*Affidavit fee:* \$8.50 each

*Late cancellation fee:* A late cancellation fee will be charged for failure to cancel an advertising placement by the deadline or for failure to submit artwork by the deadline.

*Payment with credit or debit card:* Payments by credit or debit card are subject to a convenience fee of 2.5%.

*Artwork production fee:* \$30.00 per hour

## Tearsheets/Copies

One tearsheet accompanies all invoices for news display page, Northwest Job Market, and Bids & Public Notice advertisements. Requests for additional tearsheets must be made at ad insertion; requests for 3 or more tearsheets will incur an additional fee. Full copies of the newspaper, if requested with ad insertion, cost an additional \$1.50 per copy. All tearsheets are sent first class mail. If tearsheets need to be sent by overnight service, an additional fee will be charged.

## Payment/Billing

All new advertisers are required to provide full payment for their first insertion prior to publication. Thereafter, credit may be granted upon completion of a credit application or after establishment of a credit history with us.

## Delinquent accounts

A late fee will be charged to all delinquent accounts. All accounts considered past due forfeit discounted rates.

## Errors & Omissions

Credits for errors or omissions within an advertisement will be issued only when the material meaning of the advertisement has been distorted (e.g. wrong phone number or address). *The Asian Reporter* is not responsible for unreported errors after the first issue of publication.

## Line Classified rates

Line classified advertisements are available for "Business Opportunities," "For Sale," "For Rent," "Professional Services," "Real Estate," "Wanted," etc. Please call and request a Community Classified order form.

# *The Asian Reporter*

## 2021 Advertising & News Department Deadlines

### **vol. 31, #01 -- Monday, January 4, 2021**

Calendar submission deadline: Monday, December 28, 5:00pm

News page display advertising space reservation deadline: Wednesday, December 30, 1:00pm

News page display advertising artwork deadline: Thursday, December 31, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Thursday, December 31, 2:00pm

Note: Offices of *The Asian Reporter* are closed on Friday, January 1, 2021

### **vol. 31, #2 -- Monday, February 1, 2021 -- Lunar/Asian/Chinese New Year Issue**

Special section display advertising space reservation deadline: Monday, January 18, 5:00pm

Special section display advertising artwork deadline: Monday, January 25, 5:00pm

Calendar submission deadline: Monday, January 25, 5:00pm

News page display advertising space reservation deadline: Wednesday, January 27, 1:00pm

News page display advertising artwork deadline: Thursday, January 28, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, January 29, 2:00pm

### **vol. 31, #3 -- Monday, March 1, 2021**

Calendar submission deadline: Monday, February 22, 5:00pm

News page display advertising space reservation deadline: Wednesday, February 24, 1:00pm

News page display advertising artwork deadline: Thursday, February 25, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, February 26, 2:00pm

### **vol. 31, #4 -- Monday, April 5, 2021**

Calendar submission deadline: Monday, March 29, 5:00pm

News page display advertising space reservation deadline: Wednesday, March 31, 1:00pm

News page display advertising artwork deadline: Thursday, April 1, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, April 2, 2:00pm

### **vol. 31, #5 -- Monday, May 3, 2021 -- Asian Heritage Issue**

Special section display advertising space reservation deadline: Monday, April 19, 5:00pm

Special section display advertising artwork deadline: Monday, April 26, 5:00pm

Calendar submission deadline: Monday, April 26, 5:00pm

News page display advertising space reservation deadline: Wednesday, April 28, 1:00pm

News page display advertising artwork deadline: Thursday, April 29, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, April 30, 2:00pm

### **vol. 31, #6 -- Monday, June 7, 2021**

Calendar submission deadline: Monday, May 31, 5:00pm

News page display advertising space reservation deadline: Wednesday, June 2, 1:00pm

News page display advertising artwork deadline: Thursday, June 3, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, June 4, 2:00pm

### **vol. 31, #7 -- Monday, July 5, 2021**

Calendar submission deadline: Monday, June 28, 5:00pm

News page display advertising space reservation deadline: Wednesday, June 30, 1:00pm

News page display advertising artwork deadline: Thursday, July 1, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Thursday, July 1, 2:00pm

Note: Offices of *The Asian Reporter* are closed on Friday, July 2, 2021

### **vol. 31, #8 -- Monday, August 2, 2021**

Calendar submission deadline: Monday, July 26, 5:00pm

News page display advertising space reservation deadline: Wednesday, July 28, 1:00pm

News page display advertising artwork deadline: Thursday, July 29, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, July 30, 2:00pm

**vol. 31, #9 -- Monday, September 6, 2021**

Calendar submission deadline: Monday, August 30, 5:00pm

News page display advertising space reservation deadline: Wednesday, September 1, 1:00pm

News page display advertising artwork deadline: Thursday, September 2, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, September 3, 2:00pm

**vol. 31, #10 -- Monday, October 4, 2021**

Calendar submission deadline: Monday, September 27, 5:00pm

News page display advertising space reservation deadline: Wednesday, September 29, 1:00pm

News page display advertising artwork deadline: Thursday, September 30, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, October 1, 2:00pm

**vol. 31, #11 -- Monday, November 1, 2021**

Calendar submission deadline: Monday, October 25, 5:00pm

News page display advertising space reservation deadline: Wednesday, October 27, 1:00pm

News page display advertising artwork deadline: Thursday, October 28, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, October 29, 2:00pm

**vol. 31, #12 -- Monday, December 6, 2021**

Calendar submission deadline: Monday, November 29, 5:00pm

News page display advertising space reservation deadline: Wednesday, December 1, 1:00pm

News page display advertising artwork deadline: Thursday, December 2, 1:00pm

Northwest Job Market, Bids & Public Notice, and Classified advertising deadline: Friday, December 3, 2:00pm

Note: Offices of *The Asian Reporter* are closed during the Thanksgiving Holiday (November 25-26)

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Business Address: 922 N Killingsworth Street, Suite 2D, Portland, OR 97217

Phone: (503) 283-4440 \*\* Fax: (503) 283-4445

Website: [www.asianreporter.com](http://www.asianreporter.com) \*\* Advertising e-mail: [ads@asianreporter.com](mailto:ads@asianreporter.com)

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2021 Deadlines (10/31/2020)