WHO WE ARE

Celebrating over 40 years, the International Examiner (IE) is the oldest Asian American newspaper in the Pacific Northwest and the only pan-Asian Pacific American nonprofit media of its kind in the country. We cover Asian Pacific Islander news, arts, history, and culture and are named after the historic and thriving multi-ethnic International District (ID) of Seattle.

OUR MISSION

Our mission is to promote critical thinking, dialogue, and action by providing timely, accurate, and culturally sensitive coverage of relevant Asian Pacific Islander (API) matters. We are a multi-media informational, educational, arts, culture, and heritage organization. We produce a semi-monthly newspaper and publish a literary supplement, “Pacific Reader,” devoted to the critical reviews of API books. The IE provides opportunities for API youth, professional, and community members.

OUR VISION

The IE reaches beyond its pages to engage with its community and readership in meaningful ways, raising awareness and helping solve the problems it avidly covers. As a nonprofit, we are a newspaper with a cause that possesses an intimacy with our readers few other newspapers or media have. The IE continues to represent Asian Pacific Islanders, a group that is one of the most economically and socially influential communities locally and across the nation.
One qualified reader is better than 10 who don't fit your customer profile. The *International Examiner* attracts a professional, diverse, and well-educated audience with a high level of disposable income. Advertising with the IE directly connects you with this Asian Pacific American market.

**Percentage Growth in Buying Power 2000-2014**

- National Average: 76%
- White Americans: 71%
- Black Americans: 66%
- American Indians: 149%
- Latino Americans: 155%
- Asian Pacific Islander Americans: 180%

**FACTS**

- There are 17.7 million Asian Pacific Islander Americans (APIAs) living in the United States.
- APIA buying power was $770 billion in 2014, and has reached $1 trillion in 2019.
- APIAs account for 5.5% of the total U.S. population, but hold 6% of Americans’ total buying power.
- Despite the Great Recession, APIA employment has grown by 45% since 2000.

*Data from the Selig Center for Economic Growth's 2014 The Multicultural Economy*

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**READERSHIP PROFILE & DEMOGRAPHIC SURVEY**

20,000 readers • Up to 150,000 monthly pageviews • 3,000+ social media followers

**Annual Household Income**

- Less than $20,000: 27%
- $20,000 - $39,999: 15%
- $40,000 - $59,999: 19%
- $60,000 - $79,999: 16%
- $80,000 - $100,000: 16%
- Over $100,000: 9%

**Age Ranges**

- Under 18: 16%
- 18-24: 16%
- 25-34: 15%
- 35-44: 11%
- 45-54: 2%
- 55-65: 30%
- Over 65: 40%

**Educational Attainment**

- High School or Below: 2%
- Some College: 2%
- Associate’s Degree: 9%
- Bachelor's Degree: 43%
- Master’s Degree: 40%
- Doctorate Degree: 4%
READERSHIP PROFILE & DEMOGRAPHIC SURVEY

Ethnic Diversity

Our readers identify with **over 18 different ethnic backgrounds**.

*Ethnicity data are reported as percentages of our total readership; readers were allowed to select more than one ethnic identity, and specify unlisted ethnicities.*

Readership Age Distributions

**Twice-Monthly Print Newspaper**

![Age distribution chart for Twice-Monthly Print Newspaper]

**IE Website (www.iexaminer.org)**

![Age distribution chart for IE Website]

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International Examiner 409 Maynard Ave S. #203 Seattle, WA 98104 • P: (206) 624-3925 F: (206) 624-3046 Email: advertising@iexaminer.org
Over 400,000

Asians and Pacific Islanders live in the Greater Seattle Area, making APIs the largest minority ethnic group.

*Data from the 2010 U.S. Census. The Greater Seattle Area is defined as King, Snohomish, and Pierce counties. This area includes such cities as Seattle, Bellevue, Tacoma, Renton, Everett, Kent, etc.

Our Readers

- **93%** believe organizations that advertise with community newspapers value their local community.
- **85%** are interested in attending local arts events.
- **85%** have a Bachelor's Degree or higher.
- **93%** vote in local elections.

- **70%** pick up our twice-monthly print issue.
- **60%** live in households earning $60,000 a year or more.
- **27%** live in households with an annual income over $100,000.

**Can speak 20 languages in addition to English.**
PRINT 20,000+ READERS

FULL PAGE
10"w x 12.75"h
$1047

3/4 PAGE SQUARE
10"w x 10"h
$847

1/2 PAGE HORIZONTAL
10"w x 6.25"h
$597

1/2 PAGE VERTICAL
4.875"w x 12.75"h
$597

3 COLUMN x 5"
7.5"w x 9"h
$447

1/4 PAGE HORIZONTAL
10"w x 3.125"h
$347

1/4 PAGE VERTICAL
4.875"w x 6.25"h
$347

1/8 PAGE HORIZONTAL
4.875"w x 3.125"h
$297

1/8 PAGE VERTICAL
2.375"w x 6.25"h
$297

FREQUENCY DISCOUNT RATES (PER INSERTION)

SIZE       COST     3x       6x      12x

Full Page   $1047     $997     $847

3/4 Page Square $847     $797     $747

1/2 Page (H. or V.) $597     $547     $497

3 Column x 5"   $447     $397     $347

1/4 Page (H. or V.) $347     $297     $147

1/8 Page Horizontal $297     $247     $197

1/8 Page (H or V.) $147     $97      $47

Color Upgrade:
Add $397 to any size.

ONLINE 70,000+ IMPRESSIONS / MO

ONLINE AD RATES & FREQUENCY DISCOUNTS (DIMENSIONS IN PIXELS)

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS</th>
<th>/ DAY</th>
<th>/ MO 3 MO</th>
<th>6 MO</th>
<th>12 MO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader Board</td>
<td>600 w x 90 h</td>
<td>$ 25</td>
<td>$ 697</td>
<td>$ 597</td>
<td>$ 497</td>
</tr>
<tr>
<td>Full Banner</td>
<td>940 w x 90 h</td>
<td>$ 40</td>
<td>$1,147</td>
<td>$ 997</td>
<td>$ 897</td>
</tr>
<tr>
<td>Featured Tile</td>
<td>300 w x 250 h</td>
<td>$ 14</td>
<td>$ 397</td>
<td>$ 347</td>
<td>$ 297</td>
</tr>
<tr>
<td>Half Tile</td>
<td>300 w x 150 h</td>
<td>$ 9</td>
<td>$ 247</td>
<td>$ 227</td>
<td>$ 197</td>
</tr>
<tr>
<td>Wrap-Up Banner</td>
<td>940 w x 90 h</td>
<td>$ 20</td>
<td>$ 547</td>
<td>$ 467</td>
<td>$ 397</td>
</tr>
</tbody>
</table>

2018 Advertising Rates & Specifications

SPECIAL MARKETING OPTIONS

PACKAGE #1
- Full Page COLOR print ad
- 1 Month online Featured Tile
- 2 Facebook posts
- 2 Tweets

$ 1,600 (savings of $491)

PACKAGE #2
- Half Page COLOR print ad
- 1 Month online Featured Tile
- 1 Facebook post
- 1 Tweet

$ 1,100 (savings of $341)

PACKAGE #3
- Half Page B&W print ad
- 1 Month online Featured Tile
- 1 Facebook post
- 1 Tweet

(savings of $244)

SPECIAL ISSUE SPONSORSHIP
- Logo on front cover
- Collaboration on 5-8 stories
- Full Page COLOR print ad
- Extra copies (if desired)
- All articles posted to website & the IE’s social media

$ 5,000 Minimum

OR

CREATE YOUR OWN PACKAGE

Build a unique package to meet all your needs

Email advertising@iexaminer.org or call (206) 624-3925 for details.

INTERNATIONAL EXAMINER • 409 Maynard Ave S. #203, Seattle, WA 98104 • Phone: (206) 624-3925 • Email: advertising@iexaminer.org

PRINTING SPECIFICATIONS: The IE is printed on 30# newspaper with an 85 lines per inch screen. Page Size = 11"w x 14.75"h. Printable Area = 10"w x 12.75"h.

DEADLINES: The deadline for ad space reservation is the Tuesday of the week before publication. Ad artwork is due the Thursday of the week before publication. Deadlines are subject to change; advertisers will be informed in advance of changed deadlines. If we do not receive client-supplied artwork by the deadline, we may assume responsibility for creating an ad for your organization (NOT subject to your approval). In such cases, an additional 25% of the ad’s value may be charged to you to cover the cost of ad creation.

LATE CHARGES: A fee of 5% of the ad’s value will be billed for ad materials that arrives past scheduled artwork deadline. A $20 fee will be charged for changes made to classified ads within 48 hours of issue release.

ARTWORK SUBMISSIONS: All print ad artwork must be submitted digitally to the IE by the Thursday before publication. Files should be in .pdf or .jpg format, minimum resolution of 300 pixels-per-inch, grayscale if B&W.

BILLING / PAYMENT: Prepayment is required for all political ads. Payment is due upon receipt of invoice. Past due accounts will be charged 18% per annum after 30 days.
2018 CLASSIFIED ADVERTISING RATES

Print Classifieds
- Classified listings are charged per line in our column inch (2.375”)
  - Approximately 24 characters per line
- Employment listings are $6.00 per line
- All other ads and announcements are $5.00 per line
- Lines with bolded lettering are $10.50 per line
- Logos or illustrations are $12.00 to insert
- Discounts are available for frequently-placed classifieds

Online Classified Package
- $95.00 provides you with:
  - A one-month classified listing on our website at www.iexaminer.org/classifieds
  - Your online classified appearing permanently as an individual web post in the Community section of www.iexaminer.org
  - The link to your online classified web post will also appear on the International Examiner’s social media feeds (Facebook, Twitter)
- Discounts are available for multi-month listings

Print/Online Package Combo
- Purchase of a Print Classified valued at $40.00 or more entitles you to an Online Classified Package for only $57.00 – a 40% savings

Submission Deadlines
- For Print Classifieds:
  - All text and images must be submitted no later than the Thursday before issue publication
  - Changes to classified text or images may be submitted at no additional cost before Monday of the week of issue publication
  - A $25 fee will be charged for changes made to classified ads 48 hours or less before issue publication
  - Changes to classified text or images cannot be made 24 hours or less before publication
- For Online Classifieds:
  - Submission can be coordinated with the Community Relations Manager
  - Classified listings will run for at least 30 days

Payment
- The International Examiner will provide free price quotes for classified ad text and logos
- Payment is due within 30 days of issue publication or classified posting on www.iexaminer.org/classifieds. Checks can be made out to “International Examiner”
<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Theme</th>
<th>Reservation Deadline</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 8th – 21st</td>
<td>“Lunar New Year”</td>
<td>December 31st</td>
<td>January 2nd</td>
</tr>
<tr>
<td>January 22nd – 4th</td>
<td>“Seattle Asian Art Museum Re-Opening”</td>
<td>January 14th</td>
<td>January 16th</td>
</tr>
<tr>
<td>February 5th – 18th</td>
<td>“Seattle Asian American Film Festival”</td>
<td>January 28th</td>
<td>January 30th</td>
</tr>
<tr>
<td>February 19th – 3rd</td>
<td>Flexible Theme</td>
<td>February 11th</td>
<td>February 13th</td>
</tr>
<tr>
<td>March 4th – 17th</td>
<td>“API Civic Engagement - Census”</td>
<td>February 25th</td>
<td>February 27th</td>
</tr>
<tr>
<td>March 18th – 31st</td>
<td>“Asian Pacific Islander Chaya”</td>
<td>March 10th</td>
<td>March 12th</td>
</tr>
</tbody>
</table>

Issue themes are subject to change.
July 1st – July 14th  
“Summer Pacific Reader”  
Reservation Deadline:  
June 23rd  
Artwork Deadline:  
June 25th

July 15th – August 4th  
“International Community Health Services”  
Reservation Deadline:  
July 7th  
Artwork Deadline:  
July 9th

August 5th – August 18th  
Flexible Theme  
Reservation Deadline:  
July 28th  
Artwork Deadline:  
July 30th

August 19th – September 1st  
Flexible Theme  
Reservation Deadline:  
August 11th  
Artwork Deadline:  
August 13th

September 2nd – September 15th  
“Community Voice Awards”  
Reservation Deadline:  
August 25th  
Artwork Deadline:  
August 27th

September 16th – October 6th  
Flexible Theme  
Reservation Deadline:  
September 8th  
Artwork Deadline:  
September 10th

October 7th – October 20th  
“API Civic Engagement - Vote!”  
Reservation Deadline:  
September 29th  
Artwork Deadline:  
October 1st

October 21st – November 3rd  
Flexible Theme  
Reservation Deadline:  
October 13th  
Artwork Deadline:  
October 15th

November 4th – November 17th  
Flexible Theme  
Reservation Deadline:  
October 27th  
Artwork Deadline:  
October 29th

November 18th – December 1st  
Flexible Theme  
Reservation Deadline:  
November 10th  
Artwork Deadline:  
November 12th

December 2nd – December 15th  
“Winter Pacific Reader”  
Reservation Deadline:  
November 24th  
Artwork Deadline:  
November 26th

December 16th – January 5th  
Flexible Theme  
Reservation Deadline:  
December 8th  
Artwork Deadline:  
December 10th