## WHO WE ARE

The International Examiner is the PNW’s only nonprofit ANHPIA (Asian Native Hawaiian Pacific Islander American) media source since 1974, based in the heart of Seattle’s Chinatown-ID.

## 2024 MEDIA KIT

### PRINT

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS</th>
<th>PER DAY</th>
<th>PER MONTH</th>
<th>PER MONTH (THREE OR MORE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>10.25”W X 12.75”H</td>
<td>$1186</td>
<td>$507</td>
<td>$1112</td>
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<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>10.25”W X 6.38”H</td>
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<td>$394</td>
<td>$677</td>
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<tr>
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<td>5.13”W X 12.75”H</td>
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<td>$394</td>
<td>$600</td>
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<tr>
<td>3 COLUMN X 5”</td>
<td>7.68”W X 5.00”H</td>
<td>$167</td>
<td>$167</td>
<td>$30</td>
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<td>$167</td>
<td>$46</td>
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<td>7.68”W X 5.00”H</td>
<td>$167</td>
<td>$167</td>
<td>$30</td>
</tr>
</tbody>
</table>

**PRINT CIRCULATION OF 3000** DELIVERED TO 115 SEATTLE BIPOC BUSINESSES & ORGANIZATIONS

**COLOR UPGRADE: ADD TO ANY SIZE FOR $397**

**SUBMIT IN .PDF FORMAT**

**SUBMIT IN .JPEG, .IMG, .PNG FORMAT**

### DIGITAL

- LEADERBOARD: $30 per day, $775 per month, $713 per month (three or more)
- FULL BANNER: $46 per day, $1208 per month, $1112 per month (three or more)
- DIGITAL TILE: $20 per day, $634 per month, $400 per month (three or more)
- WRAP UP BANNER: $30 per day, $775 per month, $700 per month (three or more)

### SPECIAL MARKETING OPTIONS

**PRINT AND ONLINE PACKAGE #1**
- FULL PAGE COLOR PRINT AD
- MONTH LONG DIGITAL TILE
- $1675

**PRINT AND ONLINE PACKAGE #2**
- 1/2 PAGE COLOR PRINT AD
- MONTH LONG DIGITAL TILE
- $1175

**PRINT AND ONLINE PACKAGE #3**
- 1/4 PAGE COLOR PRINT AD OR 1/2 PAGE BW AD
- MONTH LONG DIGITAL TILE
- $875

**SPECIAL ISSUE SPONSORSHIP**
- COVER ART
- STORY COLLABORATION (2-3 PAGES)
- FULL PAGE COLOR AD
- EXTRA COPIES (200)
- $5500

**OR CREATE YOUR OWN PACKAGE**

LET’S WORK TOGETHER TO CREATE A UNIQUE PACKAGE.

EMAIL CARMEN@IEXAMINER.ORG

### AD TYPE DIMENSIONS PER DAY PER MONTH PER MONTH (THREE OR MORE)

- LEADERBOARD: 600W X 90H
- $30
- $775
- $713

- FULL BANNER: 960W X 90H
- $46
- $1208
- $1112

- DIGITAL TILE: 300W X 250H
- $20
- $634
- $400

- WRAP UP BANNER: 960W X 90H
- $30
- $775
- $700

### 13.2 WEBSITE VIEWS/MONTH

### 8.8K SOCIAL MEDIA FOLLOWERS
WHY ADVERTISE WITH US? Advertising in the IE connects your business to the everyday neighbors of the CID and the ANHPIA diaspora across the Seattle region. Our advertisements help us fund hyperlocal journalism out of the neighborhood, which has been historically overlooked by the mainstream media. Our outlet promotes critical thinking and engagement, advocating for local ANHPIA communities. We’re excited to work with advertisers that align with these goals.

ACCESSIBILITY As a non-profit, we understand tight budgets. We gladly offer a community discount for fellow non-profits, grassroots/mutual aid organizations, and CID businesses. It’s important to us to keep our rates accessible and affordable to the community we serve. Please ask for details.

SOME HOUSEKEEPING

<table>
<thead>
<tr>
<th>PRINT EDITORIAL CALENDAR</th>
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<tbody>
<tr>
<td><strong>PUBLICATION DATE</strong></td>
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<tr>
<td>JANUARY 03, 2024</td>
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<tr>
<td>FEBRUARY 07, 2024</td>
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<td>MARCH 06, 2024</td>
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<td>SEPTEMBER 04, 2024</td>
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<td>OCTOBER 02, 2024</td>
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<tr>
<td>NOVEMBER 06, 2024</td>
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<tr>
<td>DECEMBER 04, 2024</td>
</tr>
</tbody>
</table>

**ARTWORK SUBMISSIONS:** All print ad artwork must be submitted via email to the IE (carmen@iexaminer.org). The minimum accepted resolution is 300 pixels-per-inch, and grayscale, if black and white.

**LATE CHARGES:** A fee of 5% of the ad’s value will be billed for ad materials that arrive past the scheduled artwork deadline.

**REDUCTION/ENLARGEMENT CHARGES:** Ads should be created to exact dimensions. Ads that do not meet size specifications will be billed with a surcharge of $25-$50 (depending on the size) to cover size adjustments.

**CANCELLATIONS:** Clients must notify the IE of cancellations by 5PM seven days before print publication. Cancellations made after this time are subject to a late cancellation charge of 50% of the advertisement’s value.

**PRINTING SPECIFICATIONS:** The IE is printed on 34# Electrabrite. The size of our pages is 11”w x 13.75”h with a printable area of 10.25”w x 12.75”h.

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