

# HMONG TIMES

Hmong Times began publishing in May of 1998 and is the oldest Hmong newspaper in Minnesota. Hmong Times is distributed free of charge to more than 650 businesses, organizations, libraries and schools in the Twin Cities metro area where the Hmong live, work, and shop.

## Frequency Discounts:

2-5 times: 5%

6-11 times: 10%

12-25 times: 15%

26+ times: 20%

Premium placement: + 10%

Inserts: \$95 per thousand with a minimum of 5,000

Open Rate:

Color: \$28 per ci

BW: \$22 per ci

Classifieds: \$26.00 per ci bw  
\$32.00 per ci color

The Hmong Times' website holds over 5,700 stories and has over 50,000 page views/month.

Banner Ads 820 px X 150 px  
\$995.00/month

Skyscraper Ads 216 px X 540 px  
\$750.00/month

Tile Ads 216 px X 270 px  
\$495.00/month

Online Business Directory  
\$35.00/month includes link

<b>POPULATION SERVED: HMONG</b>
<b>CIRCULATION: 15,000 / 20,000 FOR MAJOR HMONG FESTIVALS</b>
<b>FREQUENCY: EVERY OTHER WEDNESDAY</b>
<b>SPACE CLOSE: THURSDAY PRIOR / MATERIALS CLOSE: FRIDAY PRIOR</b>
<b>WEB: <a href="http://WWW.HMONGTIMES.COM">WWW.HMONGTIMES.COM</a></b>
<b>ACCEPTED FILE FORMATS: 300 DPI - PDF, JPEG, TIFF</b>

## One Time Insertion Pricing

DISPLAY AD	W X H	B / W	4 COLOR
Front Page 1/4 Page	10.000 x 3.688	NA	\$1,575
Full Page	10.000 x 15.750	\$1,980	\$2,520
1/2 Page	10.000 x 7.438 6.625 x 11.188	\$990	\$1,260
1/3 Page	10.000 x 4.938 6.625 x 7.438	\$660	\$840
1/4 Page	6.625 x 5.563 4.938 x 7.438	\$495	\$630
1/5 Page	6.625 x 4.438 4.938 x 5.938	\$395	\$505
1/6 Page	6.625 x 3.688 4.938 x 4.938	\$330	\$420
1/8 Page	4.938 x 3.688 3.250 x 5.563	\$250	\$315
1/12 Page	4.938 x 2.438 3.250 x 3.688	\$165	\$210
1/15 Page	3.250 x 2.938	\$135	\$170
Bus. Card	3.250 x 1.938	\$90	\$115



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