



# chinatown

NEWS PAPER

The Newspaper for Downtown Portland

2011 MEDIA KIT

## Chinatown's News Source

Chinatown Newspaper's mission is to link and connect Downtowns/ Chinatowns at a national and international level through our publication. We envision Chinatown Newspaper entering multiple markets while connecting them with each other. January 2011 Chinatown Newspaper launched its first multi-market newspaper in Portland, Oregon.

The publication is hip, edgy, comical, professional and raw. Our demo ranges from young musicians/ artists to established business leaders. We are a community newspaper and we aim to be its VOICE. Our editorial includes but is not limited to relevant community concerns, music, fashion, films, arts, theatre, events, nightlife, politics, sex and the everyday hustle. Chinatown Newspaper provides quality, monthly content specific to the Downtown/Chinatown area (including other select areas in town). It connects residents, visitors and businesses with each other while communicating with the rest of Portland.

## Distribution

Every "First Thursday" of every month the Chinatown Newspaper crew blitz the streets and personally distribute the newspaper to locals, transplants, shops, restaurants and bars within the Old Town/Chinatown area. Our distribution also has select locations around Hawthorne, downtown, Northwest and Southeast.

Look for the Chinatown Newspaper artistic branded newsstands to come soon!

## Circulation

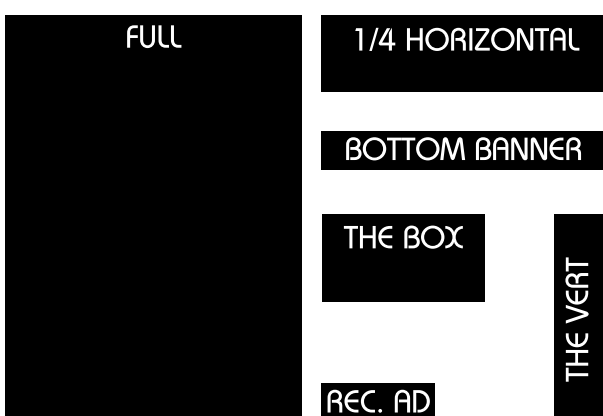
With over 10,000 printed. Half the distribution in Downtown/Chinatown and the other half around the city of Portland. We have a potential readership of 50,000 plus.

## Advertising

You get more value for your dollar with the Chinatown Newspaper. Our advertising is 1/10th the cost of other newspapers, yet the advertising is targeted to your niche market. Chinatown Newspaper's demographic is incredibly culture diverse, edgy, creative, and professional. In addition, NMG creates relationships with the readers by using the personal delivery approach and increasing the advertising value. Feel free to contact us with any questions; we want to talk to you!

## Target Market

People who live, work, and play in Downtown/Chinatown. Individuals who appreciate Chinatown for what it is and wants to learn more about it. Tourists who want to experience the history, culture and shopping experience of Chinatown on any given day. We target young professionals interested in community concerns, arts, music, films, fashion, theatre, and events.



Ad Size	Measurements (inches)		Price (USD)	
	Width	Height	Color	
Full Page (Back Cover - Color)	10	9	\$1750	
Bottom Banner AD (Front - Color)	10	1.7	\$1000	
Bottom Banner AD (Inside - BW)	10	1.7	\$395	\$595
1/4 Page AD	10	3.75	\$550	\$750
The Vert AD	2.375	7.5	\$225	\$400
The Box AD	5	3.75	\$225	\$400
Recession AD	5	1.7	\$150	\$200

## CONTACTS

**Publisher & National Brand Manager** : Jason Cutinella  
jason@nellamedia.com

**National Project Manager** : Valerie Sanchez  
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**Content Director & Advertising** : Alana Kenner  
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**Design** : Chance Carpenter  
chance@nellamedia.com

**HEADQUARTERS**  
Nella Media Group, LLC  
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Honolulu, HI 96817  
www.nellamedia.com  
808.688.8349

## Pricing

// Prices are based on a 10,000 print run (subject to change if distribution increases).

// A 6-month advertising commitment can reduce your Ad cost.

## Ad Specs

// Ads should be exact size as listed. Please no bleeds or crop marks.

// Ads should be a minimum 300dpi, Black and White only (K= 100%). For color Ads, 4-color.

## Deadlines

// Ads are due to spec and ready for print no later than 2 ½ WEEKS BEFORE the First Thursday of every month.

## Payments

// All advertisers will be billed at the beginning of their advertising month. All payments must be made electronically via PayPal by visiting [www.nellamedia.com/payments](http://www.nellamedia.com/payments)

## Contract Regulations

// Upon reserving an AD space in Chinatown Newspaper, an Ad Order/ Contract will be provided by Nella Media Group. Contract must be signed upon receipt in order to grant the AD placement. Advertising contracts are non-transferable.

## Inquire about our cross market/ multi-market Advertising opportunities between Portland and Honolulu.

Ask your Chinatown Newspaper sales representative for more information.

