

## WHAT IS IT?

**Seattle Chinese Times** is a weekly bilingual Chinese and English newspaper that publishes every Thursday in the Greater Seattle Area.

We strive to deliver information that helps to enrich the lives of our community members and build intercultural bridges between Chinese and mainstream American media.

We provide in-depth news reports and diversified editorials accustomed to the lifestyle and cultural behavior of the Chinese and Asian ethnic groups in the Pacific Northwest.

### About our paper:

Size & format	Full size broadsheet
Avg. press run	10,000/week
Avg. page count	24 pages
Avg. full-color page count	16 pages
Published	Thursday
Content	55% editorial   45% advertisement
Language	80% Traditional Chinese   30% English
Distribution points	50+
	80% King County
	Auburn, Bellevue, Bothell, Federal Way, Issaquah, Kent, Kirkland, Mercer Island, Redmond, Renton, Sammamish, SeaTac, Seattle, Shoreline, Tukwila
	15% Snohomish County
	Edmonds, Lynnwood, Mountlake Terrace
	5% Mail delivery in WA

### About our readers:

P R I N T	
Gender	57% female   43% male
Age	42% 55+   19% 45-54   19% 35-44
Household Income	23% over \$100K   Median HHI \$50K
Demographics	65% homeowners
	78% married
	43% with college degree
	37% spend over \$300/month on grocery

 D I G I T A L |

Gender	55% female   45% male
Age	39% 25-34   23% 18-24
Avg. monthly pageviews	25,000
Avg. monthly users	16,000

1,600+ 
 600+ 
 50,000+ views



A Section: News + Op-ed



B Section: Lifestyle + Entertainment

**Full front page**  
11.5" w X 18.5" h

**Half front page**  
11.5" w X 9" h

**1/4 page (horizontal)**  
11.5" w X 5" h

**1/16 page (horizontal)**  
5.5" w X 2.5" h

**1/8 page**  
5.5" w X 5" h

**1/32 page**  
2.7" w X 2.5" h

**Full page (back/inside)**  
11.5" w X 20.25" h

**Half page (back/inside)**  
11.5" w X 10" h

**1/4 page (vertical)**  
5.5" w X 10" h

**1/16 page (vertical)**  
2.7" w X 5" h

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**Classified Advertising**

Ad Size 1.4" w x 1.4" h  
 Ad Spec within 28 Chinese characters  
 or 56 English characters per ad

4-week rate \$20  
 1-week rate \$8  
 Translation \$10 one time-fee  
 Copy revision \$5 each time

### Full Color AD & FREQUENCY DISCOUNTS (PER WEEK)

Ad Size	1-12 x	13-26 x	27-52 x
Full front page	\$1,550	\$1,450	\$1,350
Full back page	\$1,350	\$1,250	\$1,150
Full inside page	\$1,250	\$1,150	\$1,050
Half front page	\$950	\$900	\$840
Half back page	\$850	\$800	\$750
Half inside page	\$785	\$735	\$685
1/4 page	\$420	\$370	\$340
1/8 page	\$265	\$235	\$210
1/16 page	\$130	\$120	\$115
1/32 page	\$68	\$63	\$58

### Black/White AD & FREQUENCY DISCOUNTS (PER WEEK)

Ad Size	1-12 x	13-26 x	27-52 x
Full inside page	\$785	\$735	\$660
Half inside page	\$440	\$410	\$365
1/4 page	\$275	\$250	\$230
1/8 page	\$145	\$135	\$126
1/16 page	\$80	\$75	\$70
1/32 page	\$48	\$42	\$37

#### Deadline:

- Every Tuesday 12:00 p.m.

#### Print Production Requirement:

- Design & translation services available
- Photos and logos to be arranged one week prior to insertion date if require new ad design
- Accept .pdf or .jpg files (300 dpi / high-quality compression / true size)

#### Customization:

- Check with our sales representative for special print + digital package discounts