

MEDIA KIT

INDIA POST

VOICE OF INDIANS WORLDWIDE



Coverage Area:

California | Washington | Chicago | Atlanta | New York

Total Circulated Copies: 25,000 copies

Total subscription of E-paper: 80,000

3155 Kearney Street, Ste. 210, Fremont, CA 94538

Tel: 510-396-9140 • Fax: 510-790-2806 • e-mail: info@indiapost.com

CELEBRATING 31 YEARS OF SUCCESS

From Black'n'White Era to the Colored Edition...

Over the years, we are the Voice of Indians Worldwide, serving the Indian Readership Community with Borderless Information from across the Region and around the Globe. Since its inception on July 4, 1992; India Post bring forth the latest news features in the form of Weekly Newspapers, which offers the best of space and value in terms of advertising and a wide circulation to reach. The Venture is initiated by eminent California-based cardiologist & community leader Dr. Romesh Japra with the clear Vision of empowering the Indian Diaspora and voice effectively in countries of their adoption. In its 26th year, the Weekly Newspaper is looks forward to set more milestones in the future with its aesthetically appealing visuals and crisply written text. Along with the Ethnic Print Media, India Post also dominates the dynamic demands of modern times.

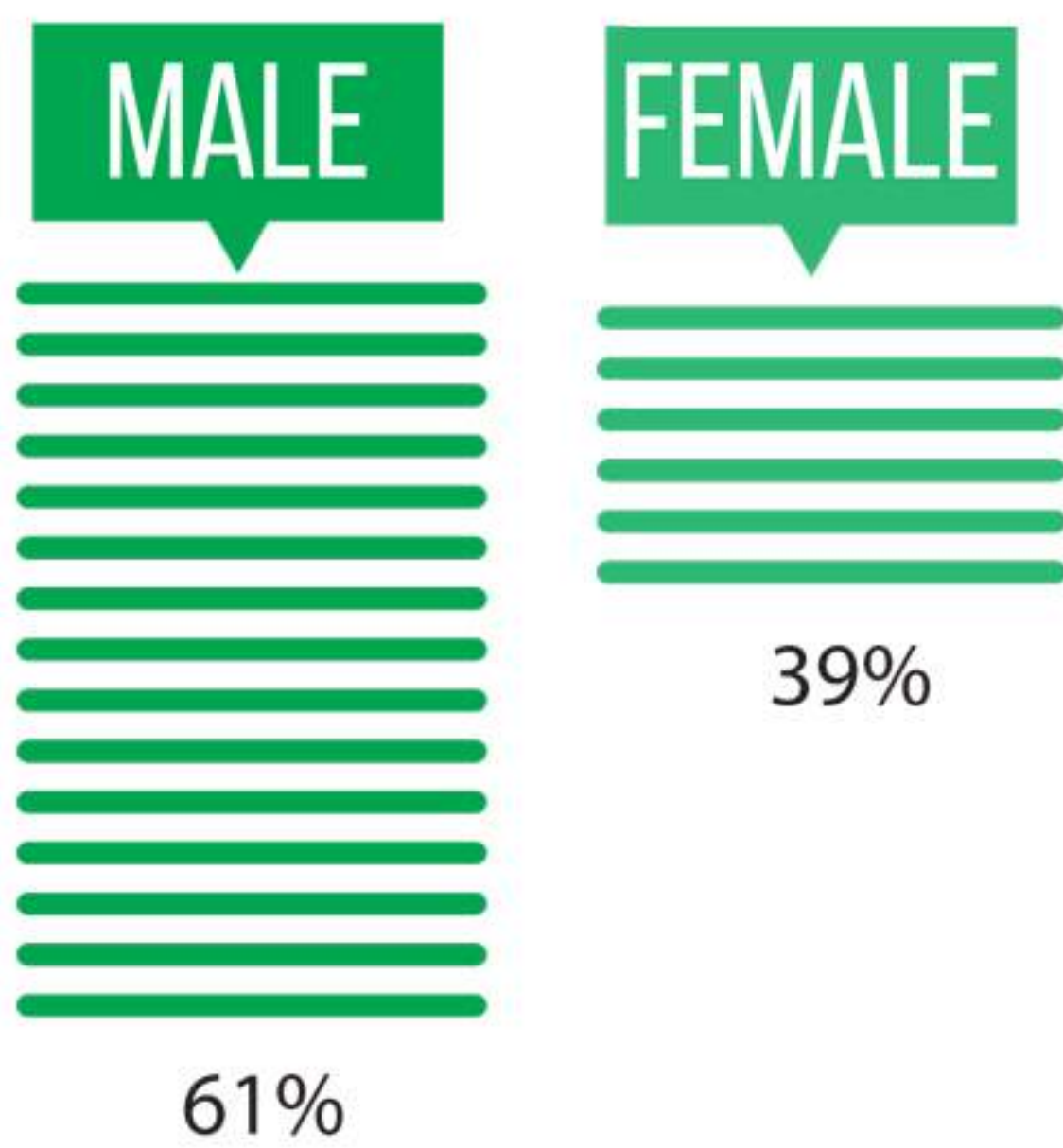
WE ARE NO.1

- We reach almost 80% of Indian-American in the Fastest Growing Ethnic Market. That makes India Post the strongest newspaper-website combination among all other Publications.
- India Post is the fastest growing Indian-American weekly that scores on readership and 100% recievership at par with the top 20% of mainstream newspapers.
- The newspaper has at its helm highly professional journalists with long careers to their credit. It presents news and views in an unbiased and professional way. Its editorial policy is by far the most independent with other newsweekly.

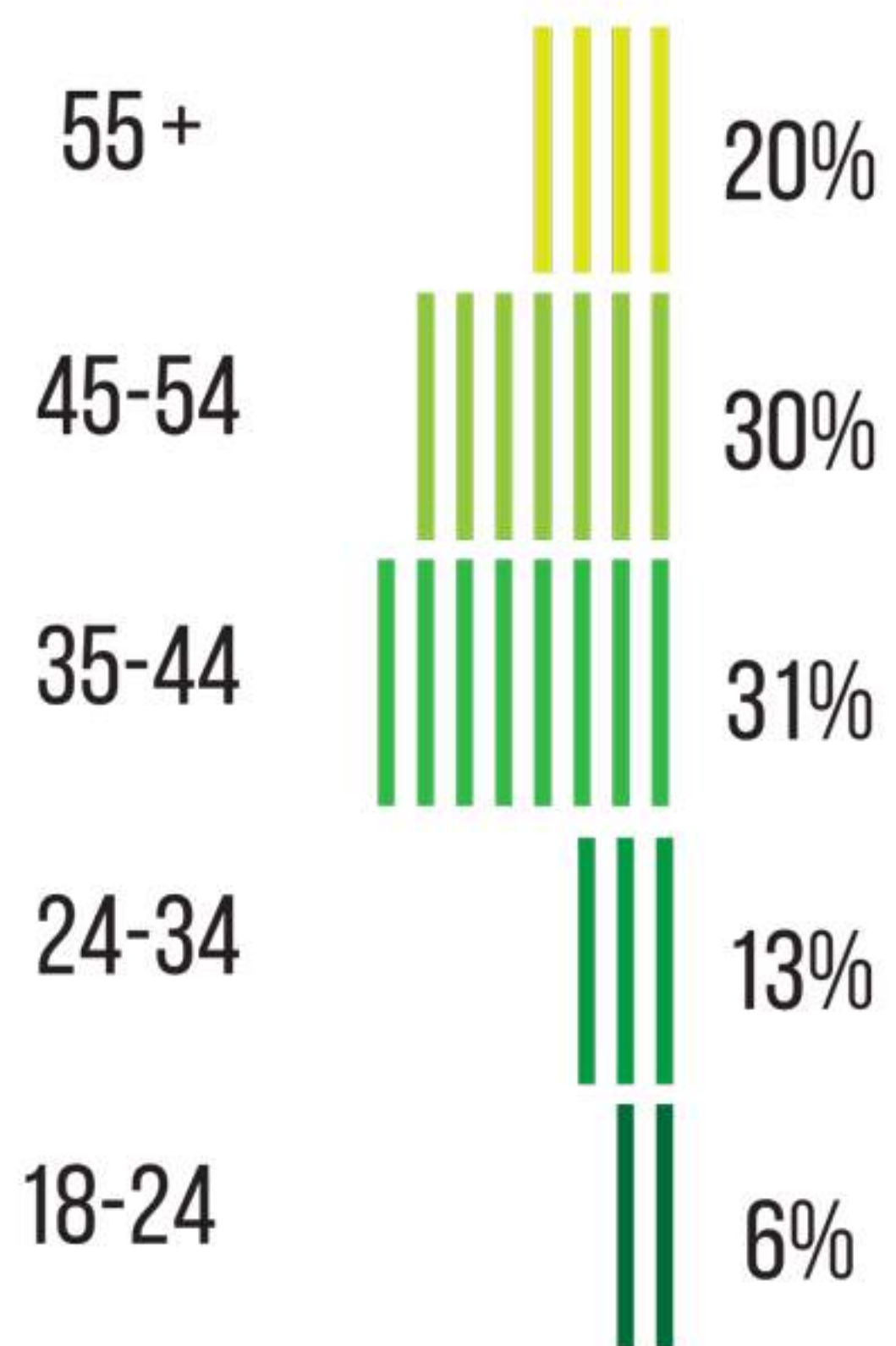


READERSHIP DEMOGRAPHICS

“India Post” is the fastest growing Indian news weekly in America. India Post is the only Indian American four color weekly that is equally strong on West, East and Mid-West regions of America



GENDER OF IP READER

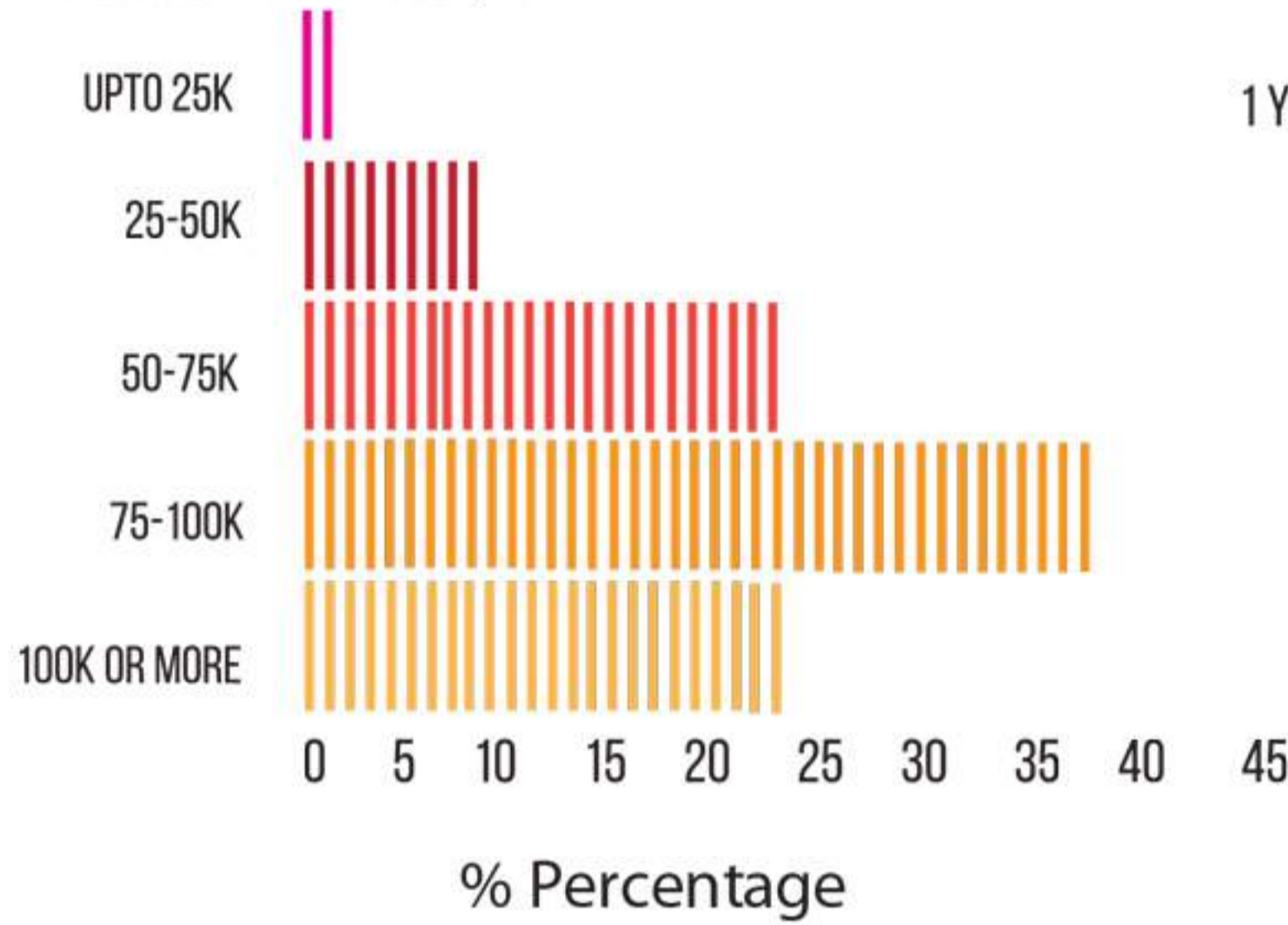


AVERAGE AGE OF IP READERS

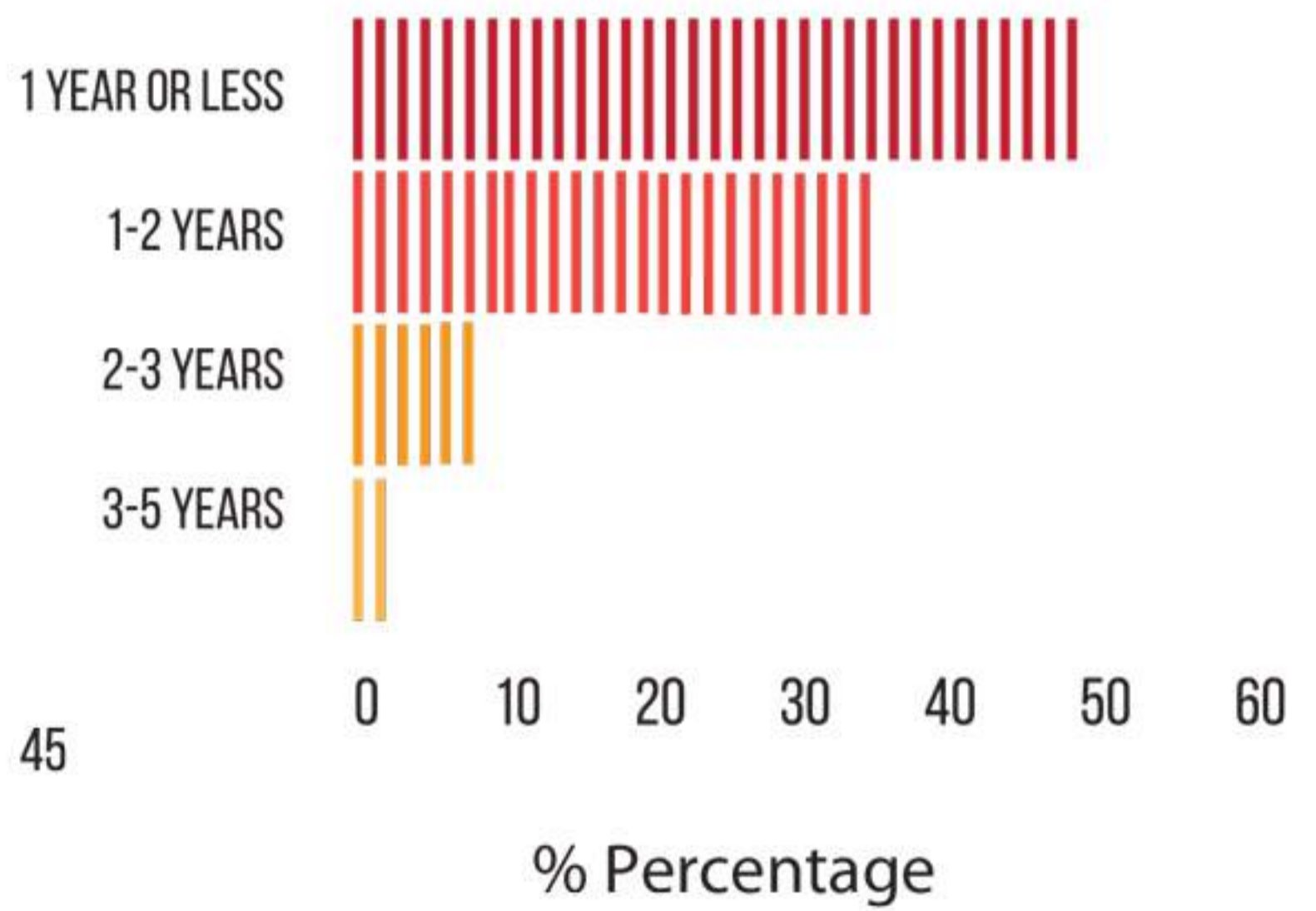


SOCIAL STATUS OF INDIA POST READERS

INDIAN POST READERS AVERAGE YEARLY INCOME \$87000 +

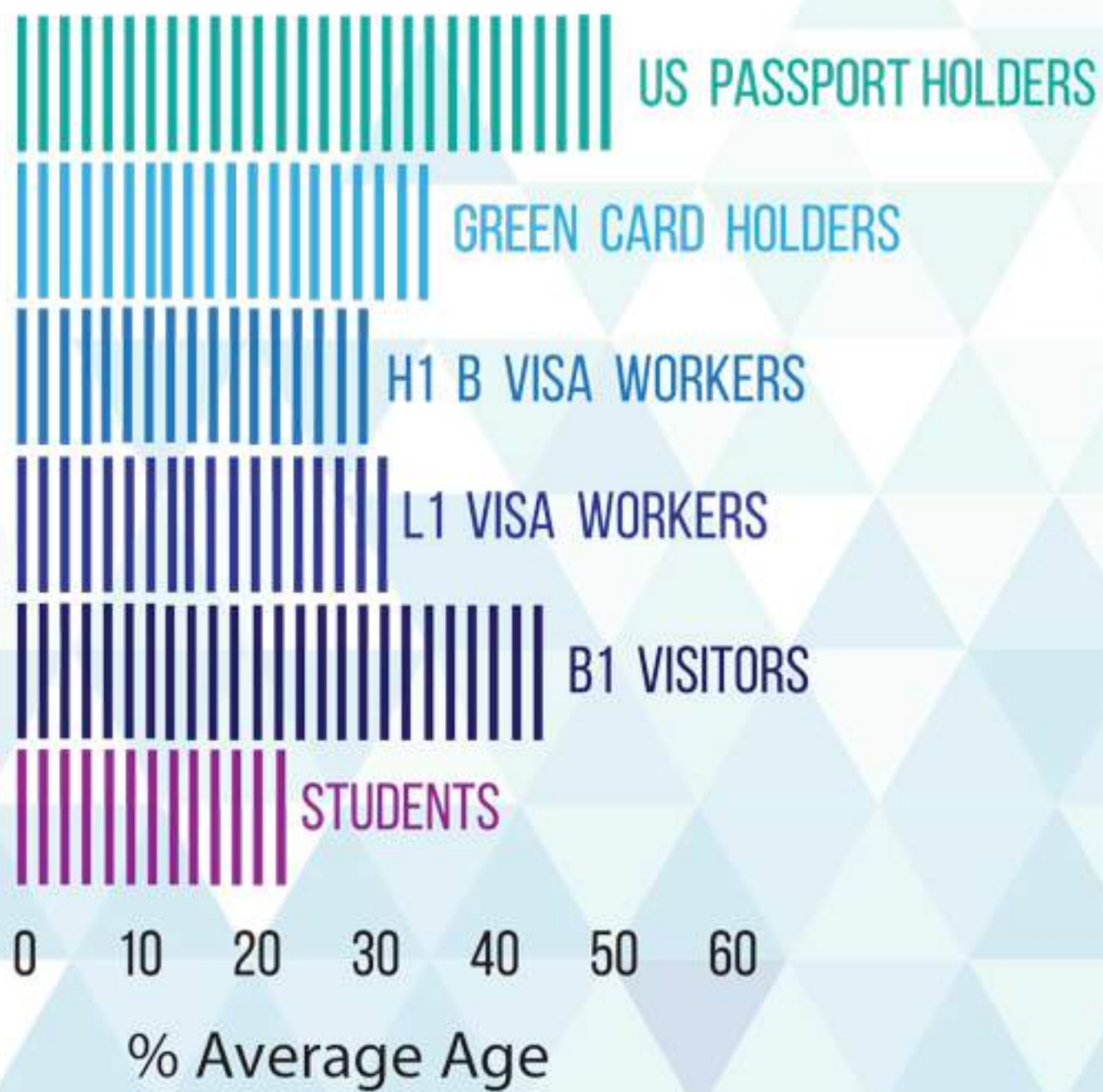


INDIAN POST READERS TRAVELLED OVERSEAS

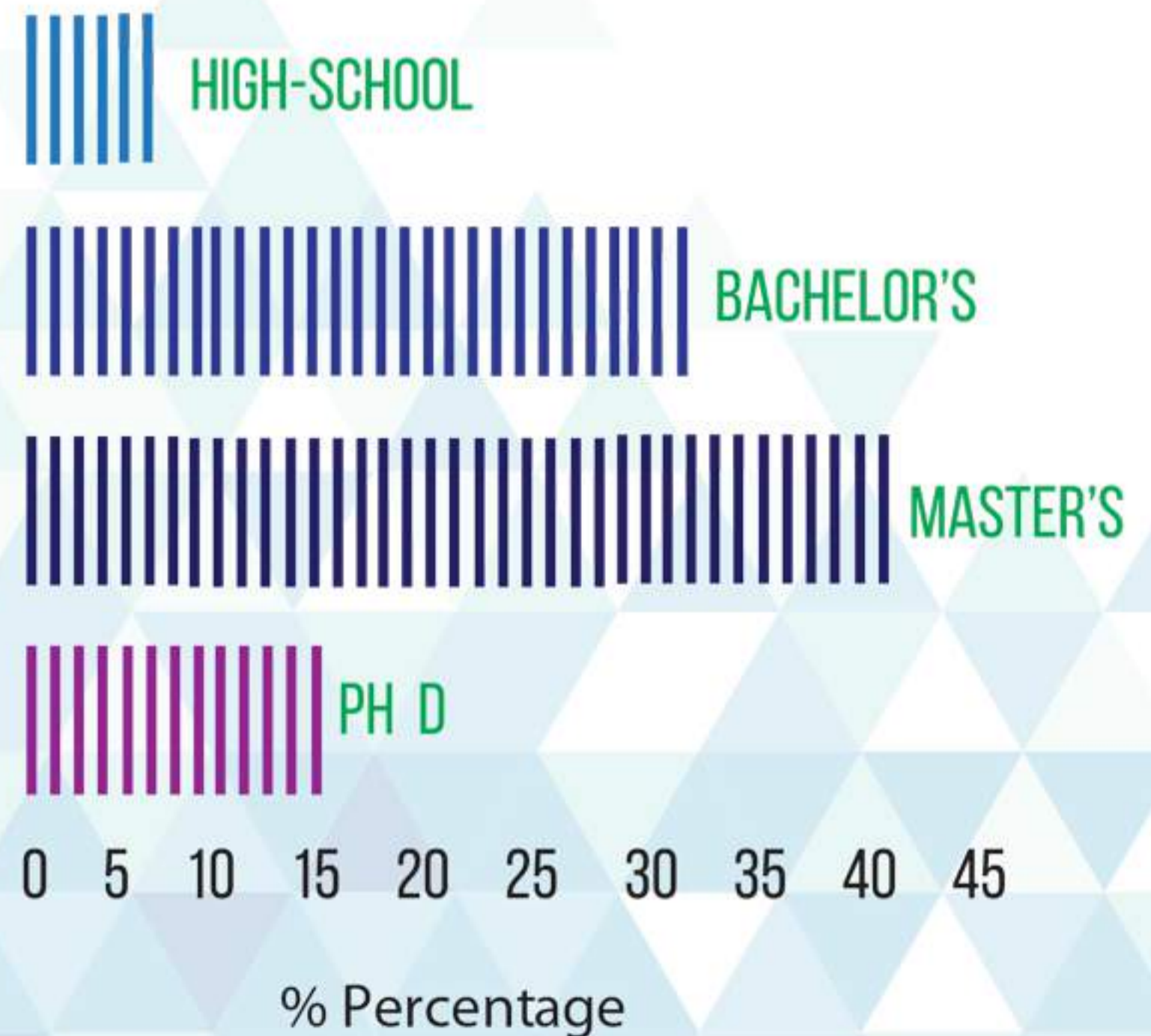


RANK OF INDIA POST READERS

INDIAN POST READERS PROFILES AS PER THEIR SOCIAL STATUS



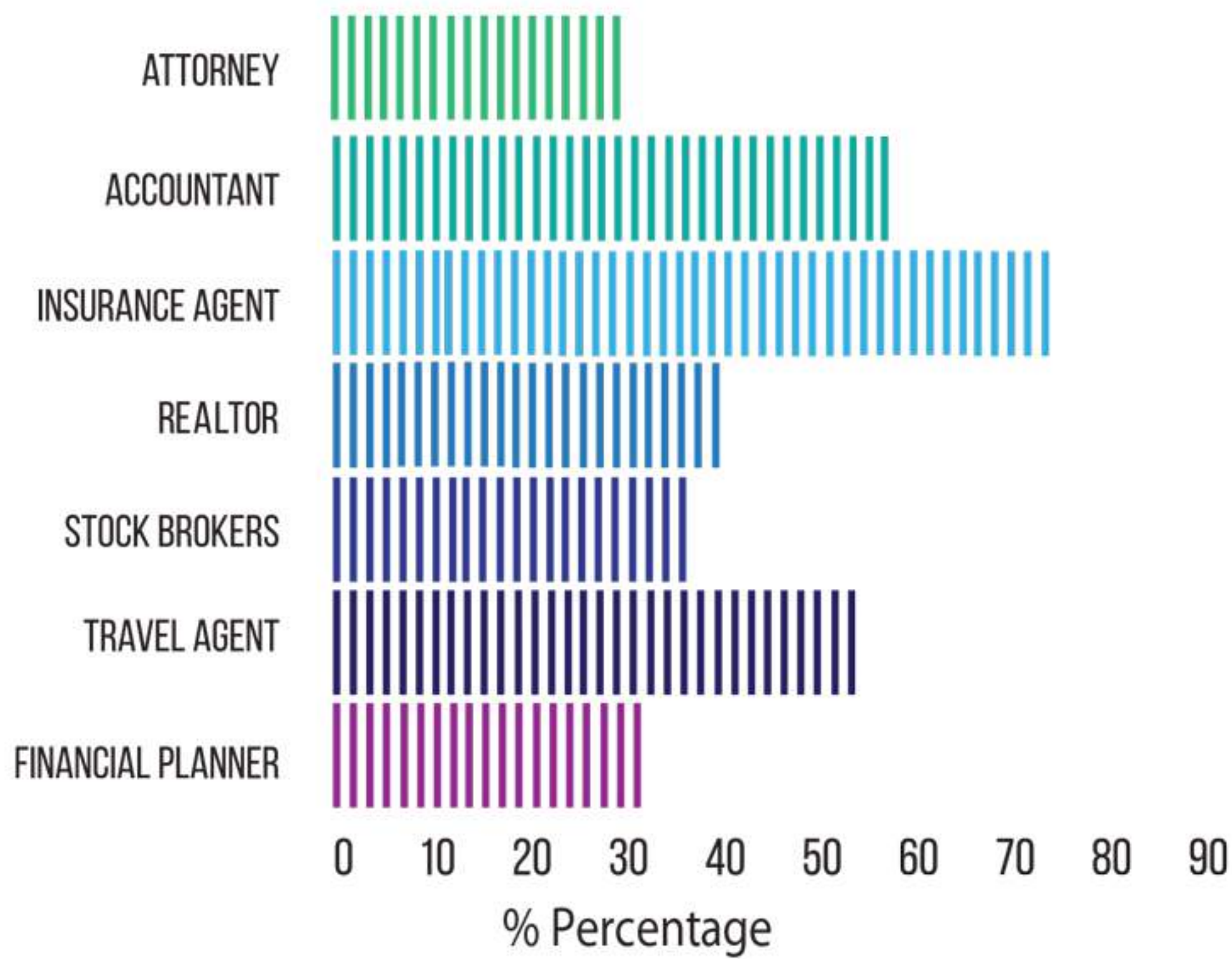
95% OF INDIA POST READERS ARE COLLEGE GRADUATES



SOCIAL STATUS OF INDIA POST READERS

OBSERVATION ABOUT SPENDING HABITS OF INDIA POST READERS

Who are the Readers.



SOCIO ECONOMIC STATUS OF INDIAN AMERICANS

Indian Americans are the richest ethnic group in the United States, earning a median income of \$100,547 in 2013, according to data from the U.S. Census Bureau. Compare that to \$51,939, which is the median income for all Americans during the same period. (Dated May 8, 2015)

In other words, for these ethnic groups, education is the criteria, most of the wage difference, since on average Indian, Japanese and chinese workers has higher level of education than the rest of the labor force.

| | | |
|-------------------|--|--------|
| INDIAN | | \$1292 |
| JAPANESE | | \$1100 |
| CHINESE | | \$1093 |
| KOREAN | | \$992 |
| AAPI | | \$987 |
| FILIPINO | | \$859 |
| WHITES | | \$865 |
| VIETNAMESE | | \$603 |
| OTHER ASIANS | | \$602 |
| PACIFIC ISLANDERS | | \$770 |
| BLACKS | | \$692 |
| HISPANICS | | \$641 |

DEMOGRAPHICS ON INDIAN - AMERICAN AUDIENCE AND BUSINESS POTENTIAL

Indian Americans

Total Population

3,982,398

1.25% of the U.S. Population
(2015 Census Bureau estimate)⁽¹⁾

Regions With Significant Populations

Atlanta New jersey, New York City, San Francisco bay Area, Baltimore-Washington, Boston, Atlanta, raleigh-Durham, Chicago, Dallas-Fort Worth, Houston, South Florida, Central Florida, North Florida, Metro Detroit, Cleveland, Pittsburgh, Los Angeles, Seattle Metropolitan area

Languages

English, Hindi, Gujarati, Punjabi, Other Indian Languages

Religion

58% Hinduism, 18% Christianity, 14% Irreligious, 4% Islam, 4% Sikhism, 2% Jainism
2012

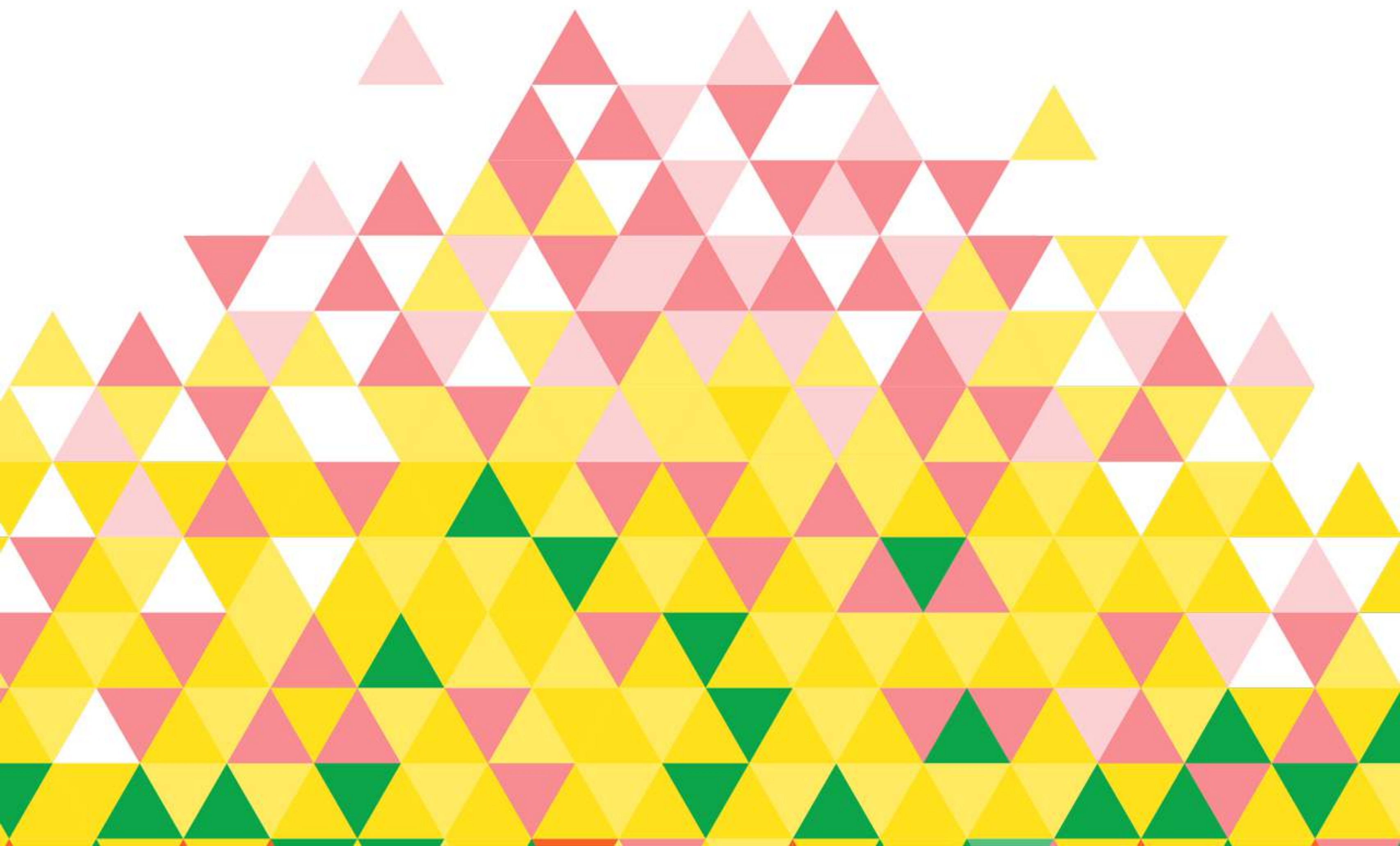
Related Ethnic Groups

South Asian Americans, Asian Americans



INDIA POST: A QUALITY NEWSPAPER FOR THE HIGHLY DISCERNING READER

- Satisfied Readership: As an invaluable resource, INDIA POST has become a staple read for top management executives and professionals. This is evident in the readership survey, which indicated that 98% of respondents are satisfied with INDIA POST
- The idea do not lie convincing You and Me quantitatively but over the qualitative value where highly prolific and sophisticated part of the society values it
- Size and and format : The compact size has made it easier to carry and read



TECHNICAL SPECIFICATIONS

TECHNICAL SPECIFICATIONS

FULL PAGE DIMENSIONS

Type Area

Bleed Advertising Materials are NOT ACCEPTED

DISPLAY AD [ROP]

| | |
|--------------------|--------------------------------------|
| Column per page | 5 |
| Column width | 2" [rule to rule], 1.85" [type area] |
| Column depth | 13" |
| Full page Ad Area | 10" x 13" |
| Double Page Spread | 21" x 13" |

COLUMN WIDTH SPECIFICATIONS

Type Area

| | |
|----------|--------|
| 1 column | 1.85" |
| 2 column | 3.85" |
| 3 column | 5.85" |
| 4 column | 7.85" |
| 5 column | 10.00" |

MATERIAL REQUIREMENTS

Digital Format Requirement

Acrobat PDF format with embedded fonts and colour contribution in CMYK, colour proofs to be provided

Resolution 300 dpi

PDF ad materials to be submitted via e-mail

DEADLINES

Publication date | Every Friday

Booking | 2 weeks before publication date

Copy material | By 4 pm every Tuesday before publication date

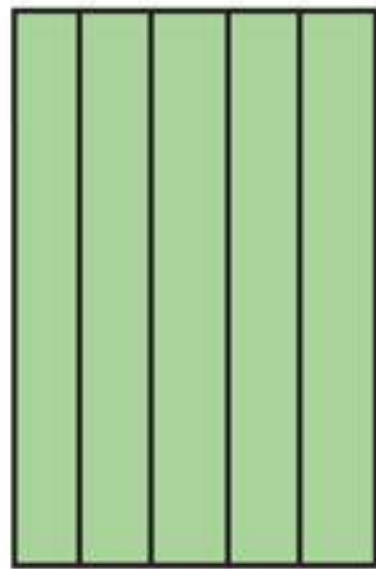
Cancellation | Normal Ads 2 weeks before publication date

Specified Creative Ads 6 weeks before publication date

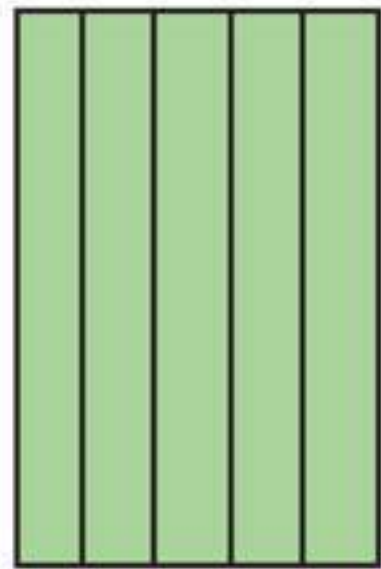
Prime positions (4pp/2pp Jacket, Front Panel, 1st Junior Page, 1st Full Page and Outside Back Cover) are non-cancellable

ADVERTISE WITH US, TARGET MOST AFFLUENT AND FASTEST GROWING ETHNIC COMMUNITY OF INDIAN - AMERICANS...

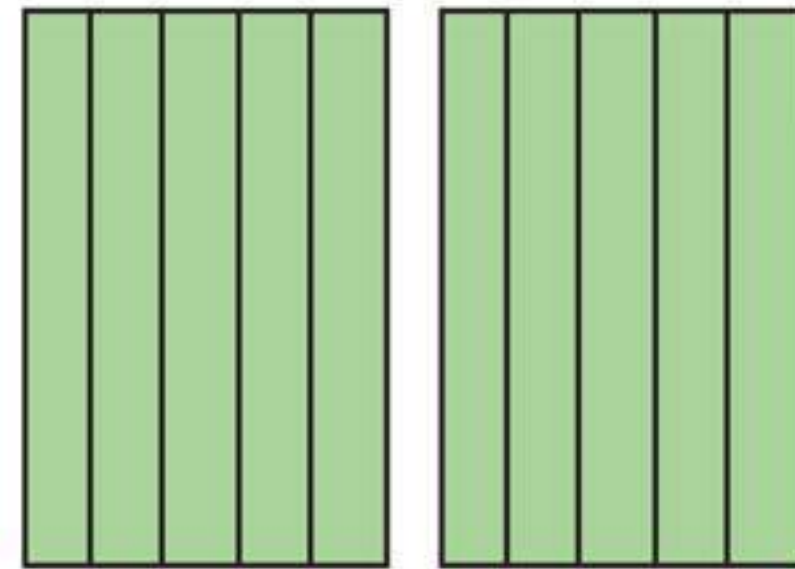
FRONT COVER BACK COVER CENTER-FOLD



10" x 11"

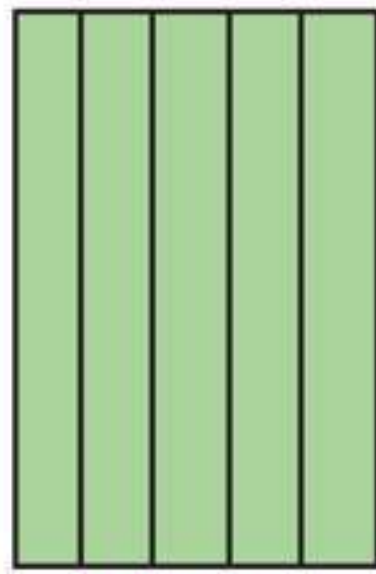


10" x 13"

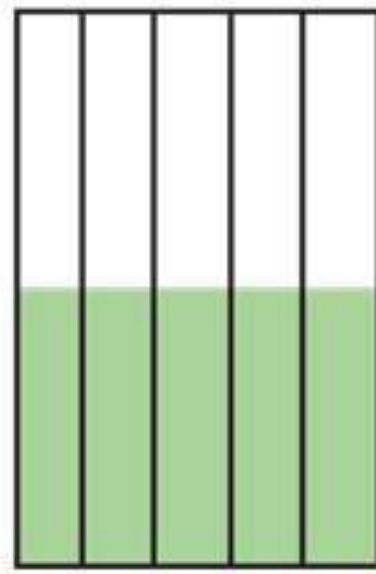


21" x 13"

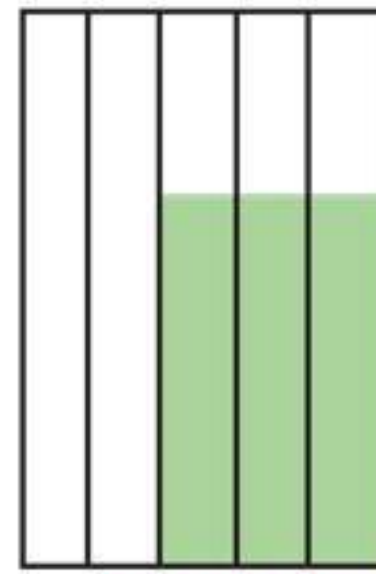
FULL PAGE 1/2 PAGE



10" x 13"

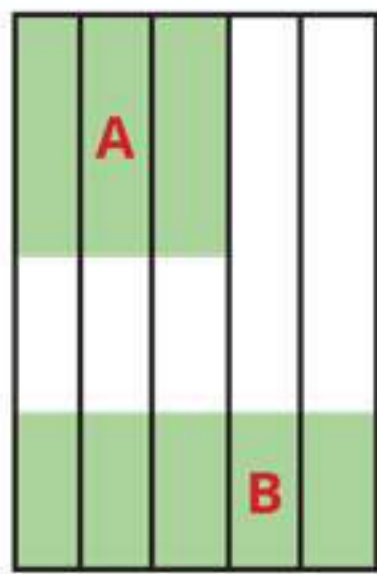


10" x 6"

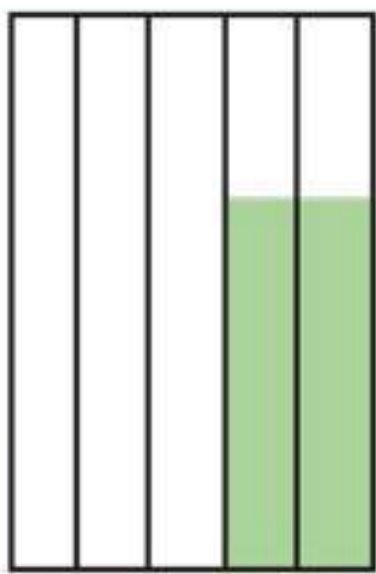


6" x 10"

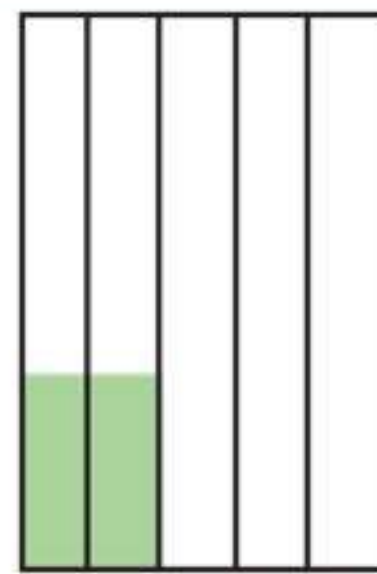
1/4 PAGE 1/6 PAGE



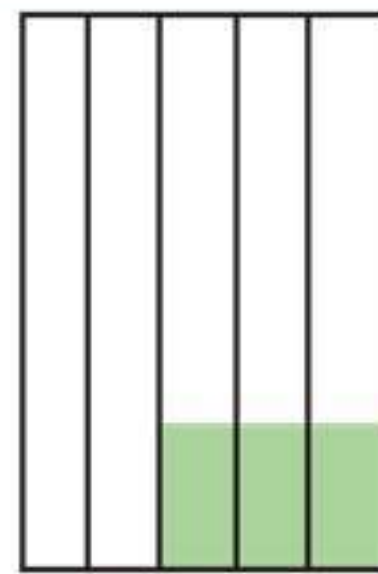
A - 5" x 6"



B - 10" x 3" C - 4" x 8"

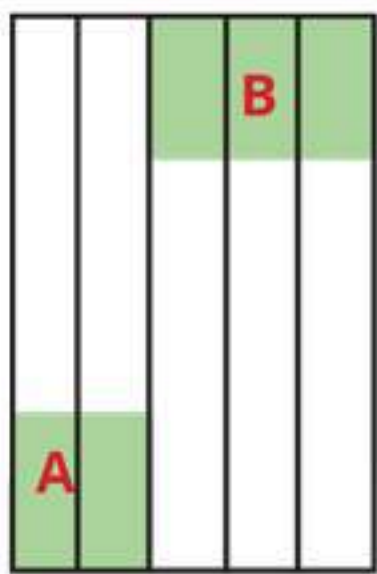


4" x 6"

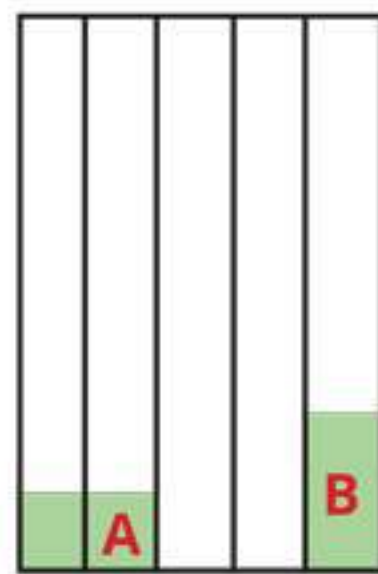


6" x 4"

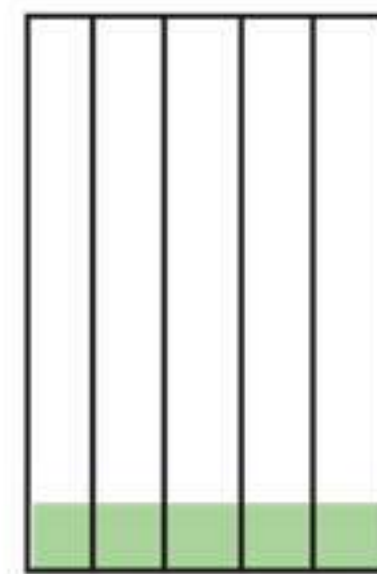
1/8 PAGE BUSINESS CARD BOTTOM STRIP



A - 4" x 4" B - 6" x 3"



A - 4" x 2" B - 2" x 4"



10" x 1"

CREATIVE ADVERTISING OPTIONS: A4-PAGE WRAP AROUND FULL JACKET



- Published rate: \$10,000
- Current Promotional rate: \$ 8,000
- Value Add: 2x complimentary FPFC ads, Run-On-Page position (To be utilized within 4 weeks of the full jacket insertion)
- Booking deadline: 2 weeks before publication date (subject to space availability)
- Material deadline: 1 week before publication date

CREATIVE ADVERTISING OPTIONS:

2 PAGE HALF JACKET



- Published rate: \$ 5,000
- Current Promotional rate: \$4,000
- WValue Add: 1x complimentary FPFC ad, Run-On-Page position (To be utilized within 2 weeks of the half jacket insertion)
- Booking deadline: 2 weeks before publication date (subject to space availability)
- Material deadline: 1 week before publication date

Creative Advertising Options:

1 Full Page Front



- Published rate: \$3,000
- Current Promotional rate: \$2,500
- Booking deadline: 2 weeks before publication date (subject to space availability)
- Material deadline: 1 week before publication date

Size Specifications & Limitations:

| | |
|-----------------------|---|
| Front Page Dimensions | 10" X 11" |
| Address Panel: | 3.5" X 1.5" space to be left blank for address box. 1.5" space should be left from the bottom and it will start from left corner of page. Front page add will have this restriction |

ADVERTISING RATES

| CENTERSPREAD | | | | |
|--------------|---------------------------|------------------------|--------------------------|-------------------------|
| Color/B&W | Ad Size | Rates \$ [1 insertion] | Rates \$ [2-4 Insertion] | Rates \$ [5+ Insertion] |
| | | | Discount - 25% | Discount - 35% |
| Color | 21" X 13.0" [2 Full Page] | 4000 | 3000 | 2600 |
| B&W | 21" X 13.0" [2 Full Page] | 3000 | 2250 | 1950 |

| FULL PAGE | | | | |
|-----------|-----------|------|----------------|----------------|
| | | | Discount - 25% | Discount - 35% |
| Color | 10" x 13" | 2000 | 1500 | 1300 |
| B&W | 10" x 13" | 1500 | 1125 | 975 |

| HALF PAGE | | | | |
|-----------|------------|------|----------------|----------------|
| | | | Discount - 25% | Discount - 35% |
| Color | 10" X 6.0" | 1100 | 825 | 715 |
| B&W | 10" X 6.0" | 800 | 600 | 520 |
| Color | 5" X 13.0" | 1100 | 825 | 715 |
| B&W | 5" X 13.0" | 800 | 600 | 520 |

| QUATER PAGE | | | | |
|-------------|----------|-----|----------------|----------------|
| | | | Discount - 25% | Discount - 35% |
| Color | 5" X 6" | 465 | 349 | 302 |
| B&W | 5" X 6" | 345 | 259 | 224 |
| Color | 4" x 8" | 496 | 372 | 322 |
| B&W | 4" x 8" | 368 | 276 | 239 |
| Color | 10" X 3" | 465 | 349 | 302 |
| B&W | 10" X 3" | 345 | 259 | 224 |

Position Premiums:

| | |
|------------|------|
| Front Page | 100% |
| Back page | 75% |
| 3rd Page | 50% |
| 2nd Page | 35% |
| 5th Page | 35% |
| 7th Page | 25% |

WE ARE HAPPY TO HELP...
TALK TO OUR CLIENT SERVICING REPRESENTATIVE TO
CUSTOMIZE YOUR CAMPAIGN
AS PER YOUR NEED...

ADVERTISERS FROM INDIA CAN ALSO PAY IN INDIAN RUPEES (INR)

ADVERTISING RATES

1/6 PAGE

| Color/B&W | Ad Size | Rates \$ [1 insertion] | Rates \$ [2-4 Insertion] | Rates \$ [5+ Insertion] |
|-----------|---------|------------------------|--------------------------|-------------------------|
| | | | Discount - 25% | Discount - 35% |
| Color | 4" x 6" | 372 | 279 | 242 |
| B&W | 4" x 6" | 276 | 207 | 179 |
| Color | 6" x 4" | 372 | 279 | 242 |
| B&W | 6" x 4" | 276 | 207 | 179 |

1/8 PAGE

| | | | Discount - 25% | Discount - 35% |
|-------|---------|-----|----------------|----------------|
| Color | 6" x 3" | 279 | 210 | 181 |
| B&W | 6" x 3" | 207 | 155 | 135 |
| Color | 3" x 6" | 279 | 210 | 181 |
| B&W | 3" x 6" | 207 | 155 | 135 |

BUSINESS CARD

| | | | Discount - 25% | Discount - 35% |
|-------|---------|-----|----------------|----------------|
| Color | 2" x 4" | 124 | 93 | 80 |
| B&W | 2" x 4" | 92 | 69 | 60 |
| Color | 4" x 2" | 124 | 93 | 80 |
| B&W | 4" x 2" | 92 | 69 | 60 |

STRIP AD

| | | | Discount - 25% | Discount - 35% |
|-------|----------|-----|----------------|----------------|
| Color | 10" x 1" | 155 | 116 | 101 |
| B&W | 10" x 1" | 115 | 86 | 71 |

Terms & Conditions:

| Advertisement Deadline | Advertisement Specifications | Payment |
|--|---|---|
| India Post East Coast and West Coast both editions are dated FRIDAY. All artworks must reach 9 days the issue date either by e-mail or mail. | <ul style="list-style-type: none"> File Type: Print quality PDF with all fonts embedded. Line Frequency: 85 l.p.i Resolution: 300 d.p.i. | <ul style="list-style-type: none"> Advance payment is required in cases where credit is not established with India Post. Taxes as applicable. |

INDIAPOST.COM

REACH YOUR BEST PROSPECTS THROUGH SMART INTERNET

- With over a quarter million unique visitors each month, Indiapost.com serves one of the most engaged, loyal communities of readers on the Web. And these online users are exactly the kinds of people you want to reach most.
- People value indiapost.com because we are live 24/7 and users can interact with us through blogs, videos, chats and special projects.

DIGITAL SOLUTIONS

REACH YOUR BEST PROSPECTS THROUGH SMART INTERNET STRATEGY

- Join the wide array of advertisers who use online display advertising on the region's most-visited website — indiapost.com.
- More than 48,000 people are registered users.
- Over 260,000 unique visitors in a typical 30-day period.

NOT JUST **BANNER ADS** BUT OTHER GREAT **DIGITAL PRODUCTS** TOO



Targeting & More

Target your message to the right users. Reach just the people most likely to buy what you're marketing.

- Target by **context** - what they're reading
- Target users in **specific ZIP codes**
- Target by what they "re **searching** for
- Search Engine Optimization (**SEO**)
- **Social media development and or management**
- Search Engine Marketing (**SEM**)
- Local search directories

We can help with Retagreting too.

DIGITAL advertising rate card

| DIGITAL PLATFORM | CARRIERS | AD PRICE | AD REQUIREMENT |
|---|---------------------|--------------------|---|
| Social Media | Facebook | \$ 100 per post | Text pitch: 50-100 words URL Link Image size: 2.5" x 2" |
| | Twitter | \$ 50 per post | Text pitch: URL Link Image size: 2.5" x 2" |
| Banner Ad in E newsletter | Weekly E-newsletter | \$ 50 per post | Image size: 2.5" x 3" Text pitch: 50-100 words |
| E-blast Exclusive (48,000 subscribers) | E-newsletter | \$ 135 for one enl | Text pitch: A4 size Image size: A4 size |
| Digital Combo Pack (social media + web banner + 1e-NL/ 2 e-Blast exclusive) | | \$ 500 per combo | |

www.indiapost.com

| ADVERTISEMENT TYPE (Pixels) | POSITION | USD Monthly Rate | Size | Dimensions |
|-----------------------------|---------------|------------------|----------------------|------------|
| Display Advertisement | | | | |
| | TOP BANNER AD | \$ 500 | AD 1 | 468 x 60 |
| | MID PAGE AD | \$ 500 | AD 1 AD 2 AD 3 | 468 x 78 |
| | RIGHT SIDE AD | \$ 200 | AD 1 AD 2 | 300 X 250 |

ADVERTORIALS

- Print advertorials differ from traditional advertisements in that they are designed to look like articles, but are labeled as advertiser content, generally preceded by the term “Advertisement” or “Special Advertising Section.”
- The most obvious advantage to advertorials is the longer format. An advertorial gives an advertiser more time and space to go into depth about the merits of the product or service, and can actually complement the company’s regular advertising by expanding on the main theme with a more detailed message.

| Content Marketing | Word Limit | Rate Per Advertorial (\$) |
|-------------------|------------|---------------------------|
| Online | 750 | \$ 150 |
| | 350 | \$ 75 |
| Print | 850 | \$ 200 |
| | 450 | \$ 100 |

| Content Marketing | Word Limit | Rate Per Advertorial (\$) |
|-------------------|------------|---------------------------|
| Full Page | 10"x13.5" | \$ 2000 |
| Half Page | 10"x6.5" | \$ 1100 |
| Quater Page | 10"x3.5" | \$ 600 |

CONTACT DETAIL:

Office 011-26497769

Cell: +91 9810646657

Email: marketing@indiapost.com



INDIA POST

★ PRINT ★ DIGITAL ★ TV ★ RADIO ★ EVENTS ★ SOCIAL MEDIA ★

USA OFFICE:

3155 Kearney Street, Ste. 210, Fremont, CA 94538

Tel: 510-396-9140 • Fax: 510-790-2806

• e-mail: info@indiapost.com

INDIA OFFICE:

86-B, First Floor, Shahpurjat, New Delhi - 110049

• Tel: 011-26497769 • E-mail: delhi@indiapost.com

The collage features several front pages of the India Post newspaper. The central page is dated August 8, 2019, and has the main headline "INDIA CONSTITUTION FLAG" with a sub-headline "Articles 370 & 35A revoked, J&K bifurcated after 70 years". Other headlines include "ISOLATE, SANCTION DON'T REWARD" and "INDIA TO EXPOSE PAK IN WORLD FORUMS". The collage also includes advertisements for "Verandah Retirement Community" in Hanover Park, IL, and "Regal Jewels" in Chicago, IL, which is advertising a "Holiday Sale".