

## About the *Nichi Bei Weekly*

The *Nichi Bei Weekly* rose out of the ashes of the historic *Nichi Bei Times*, Northern California's oldest and most respected Japanese American newspaper when it closed in September of 2009. It was established by the *Nichi Bei Foundation* — consisting of former staff of the *Nichi Bei Times*, community leaders, and professionals within the media industry — becoming the first nonprofit ethnic community newspaper of its kind in the country.

With a legacy of community leadership through media that dates back to the *Nichi Bei Shimbun* founded in 1899, the *Nichi Bei Weekly* provides the most trusted and respected publication in the country to connect advertisers with second, third, and fourth generation Japanese Americans living in the San Francisco Bay Area, Northern California and beyond.

Our popular special editions include our **New Year's Edition**, our **Japanese Culture and Cherry Blossom Festivals Guide**, and our **Obon and Summer Festivals Guide**, which have very wide distribution to help you reach a highly-educated and affluent community throughout the country.

For added visibility, please consider sponsoring the *Nichi Bei Foundation's* signature fundraiser, the **Northern California Soy and Tofu Festival** in June. Major sponsors will get their logo placed in advertisements with our media partners, reaching millions. Visit: [www.soyandtofufest.org](http://www.soyandtofufest.org).

## Our Readers

“ **42 percent** of *Nichi Bei* readers have a household income of **\$100,000** or higher. ”

— Source: 2018 *Nichi Bei* Reader Survey

“ Japanese American median household income is **\$20,000+** greater than that of the total U.S. ”

The median household income of Japanese Americans is \$80,763, compared to \$60,336 for the total U.S. population.

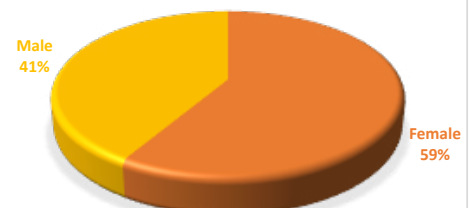
— Source: U.S. Census Bureau 2017 American Community Survey

“ Of *Nichi Bei* readers, **90.7%** own their home; **8.6%** rent ”

“ The **most convincing advertising outlets** for *Nichi Bei* readers: **newspapers or magazines** (41%); followed by **direct mail** (20.5%) and the **Internet** (16%) ”

— Source: 2018 *Nichi Bei* Reader Survey

GENDER OF *NICHI BEI* READERS



— Source: 2018 *Nichi Bei* Reader Survey

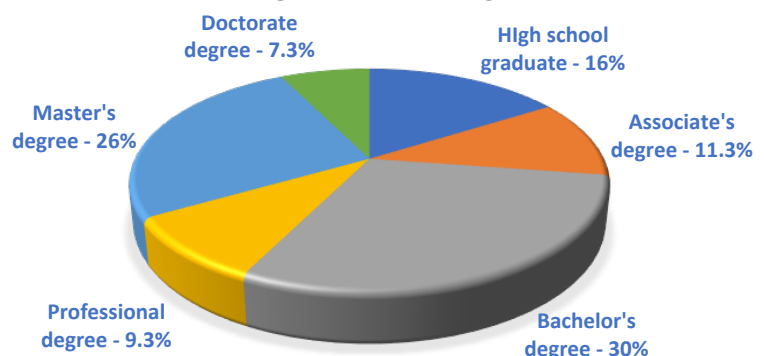
“ The **median age** of Japanese Americans (years): **37.8** ”

— Source: U.S. Census Bureau

“ **72.6 percent** of *Nichi Bei* readers attained a bachelor's degree or higher, vs. **32 percent** of the total U.S. ”

— Sources: 2018 *Nichi Bei* Reader Survey and U.S. Census Bureau 2017 American Community Survey

EDUCATIONAL ATTAINMENT OF *NICHI BEI* READERS



**Note:** The following are rates for most editions. Rates for the New Year's Edition, Japanese Culture and Cherry Blossom Festivals Guide and Obon and Summer Festivals Guide are higher

### Rate Sheet

E-mail to [ads@nichibeiveekly.org](mailto:ads@nichibeiveekly.org)

AD	SIZE	B&W	COLOR
Full Page	9.75" W x 13.00" H	\$1,500	\$1,750
Half Page	9.75" W x 6.25" H	\$760	\$1,010
1/4 Page	5.75" W x 6.25" H	\$470	\$720
NB1	3.75" W x 6.25" H	\$275	\$350
NB2	3.75" W x 4.10" H	\$200	\$275
NB3	1.82" W x 4.10" H	\$90	\$165
Business Card	3.75" W x 2.00" H	\$90	\$165

### Position Premiums

*Position premiums only applicable to full and half page ad sizes.*

- Back Page: 30%
- Inside Front: 25%
- Inside Back: 25%

### Online Advertising Rates

Banner Size (in pixels)	Rate/Month
300 x 250	\$250
300 x 170	\$170
300 x 100	\$100

**Web/Print Package Discount:** The *Nichi Bei Weekly* offers a 20% discount when simultaneously placing a print and web ad reservation.

#### Deadline

All camera-ready art and space reservations are due by 5 p.m. the Thursday prior to the following Thursday's publication date.

#### Publication Day

Biweekly, every other Thursday (contact us for our most updated schedule)

#### Nonprofit Discount

20% discount for nonprofit organizations. (except for Japanese Culture & Cherry Blossom Festival, Obon and New Year's editions)

#### Pre-payment Policy

Payment in full must be made prior to ad publication date.

### Payment Methods

#### Online Payment

Visit the link below.

- Within "payment notes" include the name of your organization.  
[www.nichibeiveekly.org/online-payments](http://www.nichibeiveekly.org/online-payments)

#### Check Payment

Please make your check payable to "Nichi Bei Foundation."

Send check to:

**Nichi Bei Foundation**  
P.O. Box 15693  
San Francisco, CA 94115

## Ad Sizes

### Full Page

9.75" W x 13.00" H

### Half Page

9.75" W x 6.25" H

### 1/4 Page

5.75" W x 6.25" H

### Business Card

3.75" W x 2.00" H

### NB1

3.75" W x 6.25" H

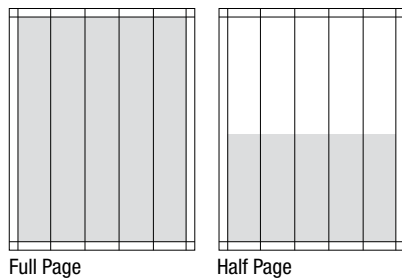
### NB2

3.75" W x 4.10" H

### NB3

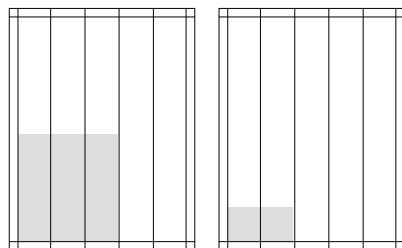
1.82" W x 4.10" H

E-mail: [ads@nichibeiveekly.org](mailto:ads@nichibeiveekly.org) for more information.



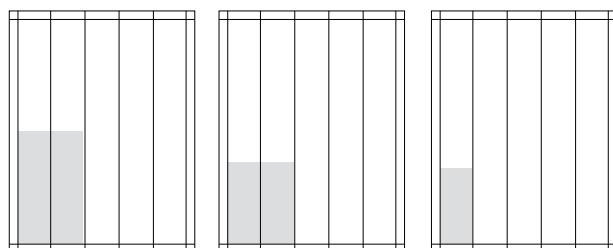
Full Page

Half Page



1/4 Page

Business Card



NB1

NB2

NB3



## Advertising Specifications & Digital File Requirements

- Ad must be submitted as PDF files at 200 dpi or higher
- All color images must be CMYK, color corrected, and embedded
- Image resolution of at least 200 ppi or greater
- All fonts/text must be outlined
- Please double check for any overprinting issues (trapping, knockout, etc)
- Note: If you'd like our designer to help create your ad, please submit desired images in high resolution.

E-mail files to [ads@nichibeiveekly.org](mailto:ads@nichibeiveekly.org)

**CONDITIONS: Proofing is ultimately the client's responsibility.** Advertisers and agencies assume all liability for contents of advertisement. Nichi Bei Weekly/ Nichi Bei Foundation liability for any error will not exceed the charge for the advertisement in question. Ad design fee applied if advertiser requests changes to artwork or copy after the ad has been submitted, or extensive manipulation of images or text is required to create the advertisement. All extra fees will be discussed before any charges are incurred. Artwork must be prepress ready. We cannot guarantee that your ad will reliably print correctly unless all prepress file requirements are fulfilled: • Ad must be correct proportions and exact size • All color images must be CMYK, color corrected, and embedded • Image resolution of at least 200 ppi or greater • All fonts/text must be outlined • Please double check for any overprinting issues (trapping, knockout, etc) • Artwork file formats must be in PDF, EPS or TIFF format.

## Digital Edition

The *Nichi Bei Weekly's* Digital Edition is a page by page interactive presentation of the print publication via a user-friendly platform. Viewers can easily click on ads through their mobile device, tablet or desktop computer and are automatically sent to Web pages predetermined by advertisers who receive value added local and national exposure, reaching readers beyond regional boundaries. See our advertising rates, which include both the *Nichi Bei Weekly* Digital Edition and print publication.



Contact [ads@nichibeiveekly.org](mailto:ads@nichibeiveekly.org) for your advertising needs.

Keeping the Community Connected, Informed and Empowered

The *Nichi Bei Weekly* is a subscription-based newspaper with wider public distribution of special editions. We publish biweekly, with our monthly special issues featuring health & wellness, history, cultural features, book reviews and current events.

## SPECIAL ISSUES & REGULAR EDITIONS

## ISSUE DATES

## AD DEADLINES

<b>New Year's Edition</b>	<b>Jan 1</b>	<b>Dec 7</b>	
	<b>Jan 3</b>	<b>Dec 27</b>	
	<b>Jan 17</b>	<b>Jan 10</b>	
<b>Day of Remembrance</b>	<b>Jan 31</b>	<b>Jan 24</b>	
	<b>Feb 14</b>	<b>Feb 7</b>	
	<b>Feb 28</b>	<b>Feb 21</b>	
	<b>Mar 14</b>	<b>Mar 7</b>	
	<b>Mar 28</b>	<b>Mar 21</b>	
<b>Japanese Culture &amp; Cherry Blossom Festivals Guide</b>	<b>Mar 30</b>	<b>Feb 28</b>	
	<b>South Bay Festivals</b>	<b>Apr 11</b>	<b>Apr 4</b>
		<b>Apr 25</b>	<b>Apr 18</b>
		<b>May 9</b>	<b>May 2</b>
		<b>May 23</b>	<b>May 16</b>
		<b>June 6</b>	<b>May 30</b>
<b>Obon &amp; Summer Festivals Guide</b>	<b>Jun 20</b>	<b>May 23</b>	
	<b>Jul 4</b>	<b>Jun 27</b>	
<b>Summer Book Review</b>	<b>Jul 18</b>	<b>Jul 11</b>	
	<b>Aug 1</b>	<b>Jul 25</b>	
<b>Home &amp; Garden Edition</b>	<b>Aug 15</b>	<b>Aug 8</b>	
	<b>Aug 29</b>	<b>Aug 22</b>	
<b>San Jose Special Edition</b>	<b>Sep 12</b>	<b>Sep 5</b>	
	<b>Sep 26</b>	<b>Sep 16</b>	
	<b>Oct 10</b>	<b>Oct 3</b>	
<b>Health &amp; Wellness Edition</b>	<b>Oct 24</b>	<b>Oct 17</b>	
	<b>Nov 7</b>	<b>Oct 31</b>	
<b>Holiday Shopping Guide</b>	<b>Nov 21</b>	<b>Nov 14</b>	
	<b>Dec 5</b>	<b>Nov 28</b>	
	<b>Dec 19</b>	<b>Dec 12</b>	



### Distribution

SAN FRANCISCO

SAN JOSE/ GREATER SOUTH BAY

PENINSULA

EAST BAY

SACRAMENTO

CENTRAL VALLEY

SOUTHERN CALIFORNIA

PUBLIC LIBRARIES

OUT-OF-CALIFORNIA CITIES

If you have any questions, please call our office at (415) 673-1009 or e-mail us at [ads@nichibeiveekly.org](mailto:ads@nichibeiveekly.org).

## PLACING CLASSIFIED ADS & PUBLIC NOTICES

### Classified Ad (pre-payment required)

- 30¢ (cents) per character (not including spaces)
- (Optional) \$10 logo/image fee (JPEG with resolution of 200 dpi or greater)
- Minimum charge of \$15 per insertion

### Public Notice (pre-payment required)

- 20¢ (cents) per character (not including spaces)
- (Optional) \$10 logo/image fee (JPEG with resolution of 200 dpi or greater)
- Minimum charge of \$15 per insertion



#### Online Payment Recommended

We recommend using our Website for faster payment processing. See "Payment Methods" below.

## PLACING OBITUARIES

- 10¢ (cents) per character (not including spaces)
- \$10 photo fee
- \$5 processing fee
- One complimentary copy sent to address of choice
- Minimum charge of \$15 per insertion

### HOW TO PLACE AN OBITUARY

- E-mail your request to [sales@nichibeiveekly.org](mailto:sales@nichibeiveekly.org)
- Provide the obituary requestor's name, billing address and phone number
- Provide obituary content within e-mail body

### OBITUARY WITH PHOTO

- \$10 photo fee applied
- jpeg or .tif or PDF format only
- Minimum resolution 200 dpi

## Payment Methods



### Online Payment

- Visit: [www.nichibeiveekly.org/online-payments](http://www.nichibeiveekly.org/online-payments)
- Within "payment notes" include the name of your organization.

### Check Payment

Please make your check payable to "**Nichi Bei Foundation.**"

Send check to:

**Nichi Bei Foundation**  
**P.O. Box 15693**  
**San Francisco, CA 94115**

If you have any questions about classifieds or obituaries, please call our office at (415) 673-1009 or e-mail us at [sales@nichibeiveekly.org](mailto:sales@nichibeiveekly.org).