

Viet Bao Daily News, Inc.

Company Overview

- Establish in 1992, Viet Bao Daily News, Inc. now is the second largest Vietnamese newspaper company in the U.S. with a total circulation of 50,000 copies.
Two Weekly News:
 - Viet Bao Daily News in Los Angeles, published friday
 - Viet Bao Daily News in San Jose, published Friday
- Viet Bao On-Line: 35,000-40,000 viewers per day, over 100,000 hits per day, over a million visitors per month

Our Mission

- To provide broad, most recent, accurate news & various stories to over a million Vietnamese American in the U.S.
- To provide a communication bridge between the mainstream market & the Vietnamese American consumers.

Our Uniqueness

- The only Vietnamese newspaper with in-depth coverage on economics, political and social issues.
- The only Vietnamese newspaper specialize in arts, culture and entertainment.
- **Vietbao.com** is the only Vietnamese web-site that provide daily updated news, forum & research tools to over a million Vietnamese American in the U.S. and millions Vietnamese around the world.
- Our yearly events such as **Writing On America Contest, Martial Arts Tournament, Kid Writing Contest**, etc. provide opportunities for American Corporations to target specific groups effectively & efficiently.
- Our readership is younger, more affluent compared to our competitors' readership.

Our Uniqueness

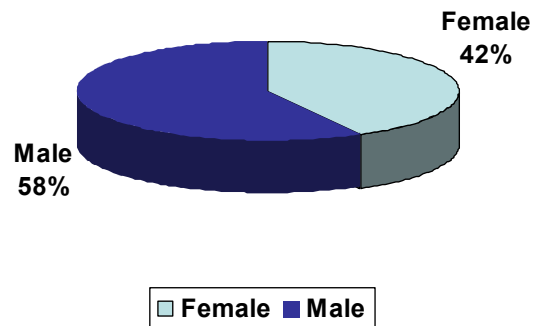
- Viet Bao's Columnist team includes a well mix of young, American trained professionals and old, experienced Vietnamese writers
 - => Willing to preserve Vietnamese culture, yet open to American context
 - => Reaching the Vietnamese American group who are looking forward vs. looking back
- Our advertising/marketing staffs are experienced marketing, advertising professionals
 - => Willing to go "out of the box"
 - => Never stop looking for new, improving tools to help our clients market their products

Our Coverage

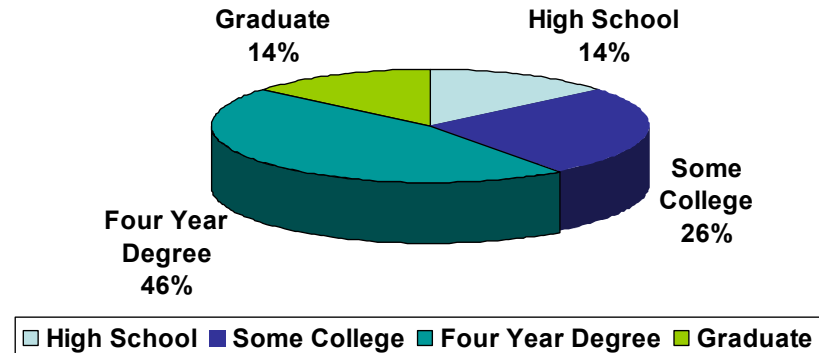
- Extensive News Coverage: Local News, National News, International News, News from Vietnam
- Entertainment Section: Weekend Page, Movie Page, Sport Page, Local & Community Events Page, etc.
- Financial & Business Section: Stock, Business Features, Local & National Business News, Market Place, etc.
- Arts & Education Section: Writing on America page, Health Science Page, Educational Page
- Auto Section: Old & New Cars, Local Dealers, Car Accessory Industry, etc.
- Special Features: Family Page, Kids Page, Hair & Nail Page, etc.

Our Readers' Profile

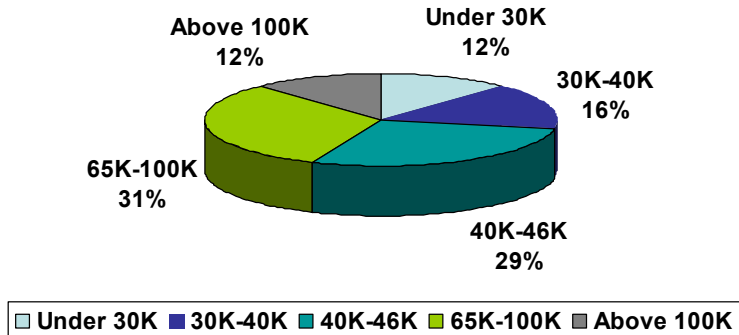
Readers' Gender



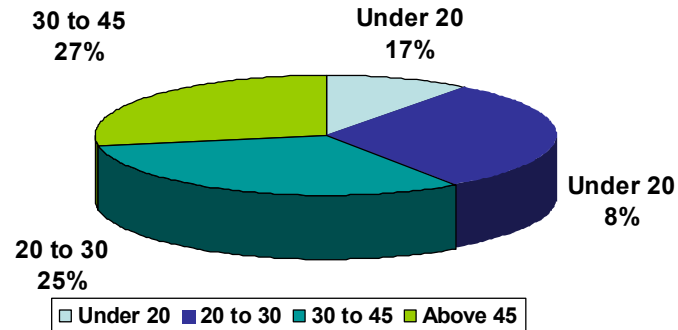
Reader's Educational Level



Readers' Household Income



Reader's Age Distribution



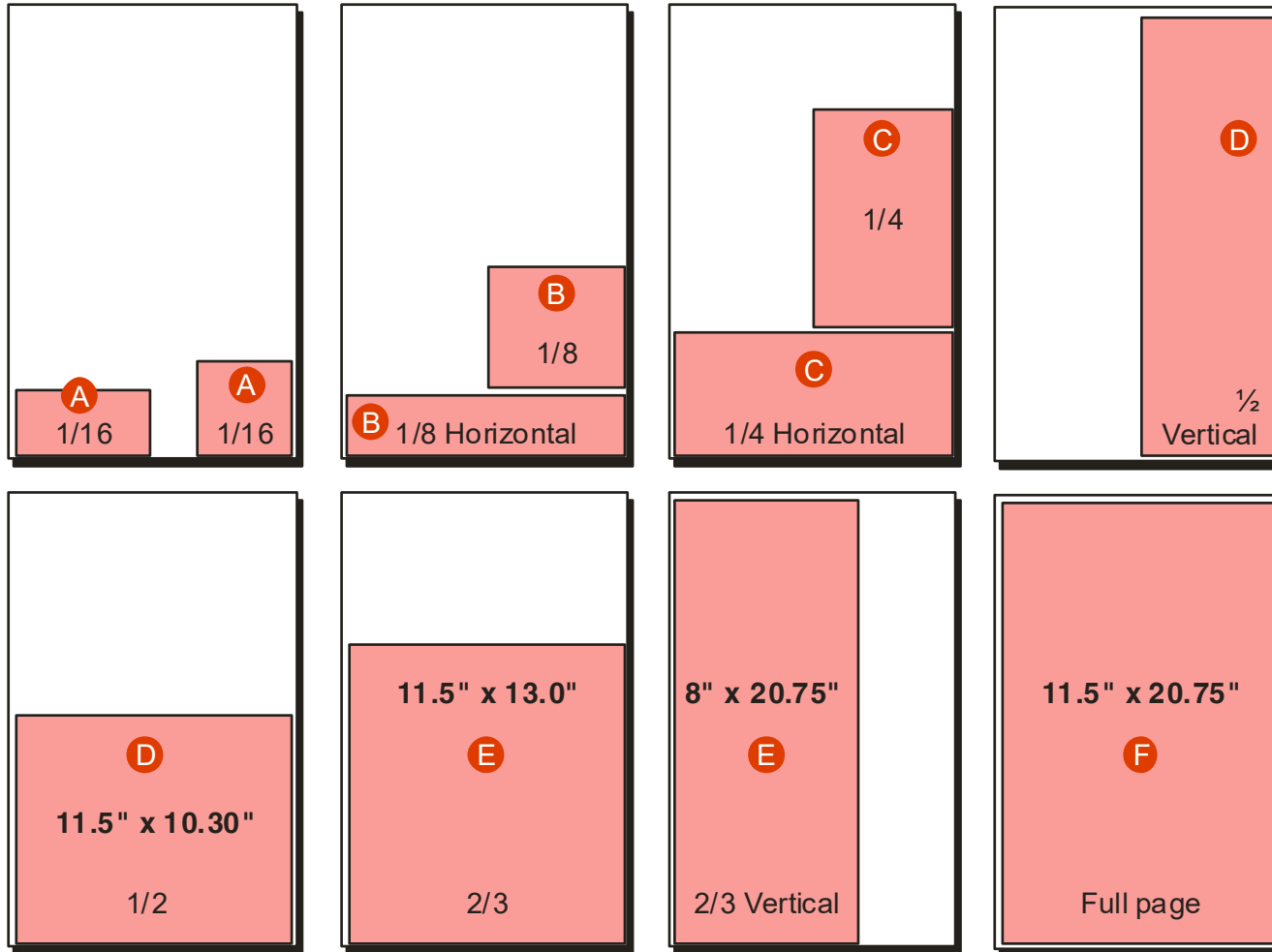
Our Clients

Bank of America
Sumitomo Bank
Union Bank
Wells Fargo Bank
Post Office
Shiseido
Sears
JC Penny
MetLife
New York Life
Disneyland
AT&T
MCI
GTE
Sprint
LCI International
Pacific Bell SBC
SouthWestern Bell

Startec Telecommunications, Inc.
Primus Telecommunications, Inc.
Southern California Edison
California Lottery
Korean Airline
Cathay Airline
Asiana Airline
Thai Airway
Albertsons
Remy Martin
Martell
Merrill Lynch
Western Union
Money Gram
California Department of
Agriculture
California Department of Health
Services

Ford
Mazda
Kia Motor
Mercedes Benz
CDC-Verb
Farmer Insurance
New York Life
Fountain Valley Hospital
Coastline College
Nordstrom
Census
Prudential
Verizon
Atstiva
Clevercare
United Healthcare
And many more...

Specifications



MECHANICAL SPECIFICATIONS:

Copy & Image size: 11.5" x 20.75 "
Color: Black spot, CMYK

MECHANICAL REQUIREMENTS:

Printing Process: Web Printing
Accepted: Composite negative film or positive Velox or computer file under PDF or EPS.
Preferred: 75 line screen with a maximum shadow density of 90% and a pinpoint dot in the highlight areas

FULL COLOR SPECIFICATION:

CMYK color separation films
Preferred: 85 line screen negative films

Specific positions cannot be guaranteed, but every attempt will be made to place your ad in your preferred position. We provide layout & translation if requested. Please call for details.

Deadline:

Ads must be ordered 3 business days in advance. Camera ready artwork must be received not later than 2 business days in advance.

Rate*

BLACK & WHITE RATES

Size	1 time/month	4 times/month	8 times/month	12 times/month
1/16	\$60	\$ 54 (\$216.00)	\$48 (\$384.00)	\$42 (\$504.00)
1/8	\$116	\$106 (\$424)	\$94 (\$752)	\$80 (\$960)
¼	\$228	\$ 208 (\$832)	\$ 182 (\$1,456)	\$176 (\$2,112)
½	\$396	\$347 (\$1,388)	\$320 (\$2,560)	\$297 (\$3,564)
1 page	\$641	\$601 (\$2,404)	\$ 561 (\$4,488)	\$ 481 (\$5,772)

*Less 15% for net rate.

Promotional rate only. For a limited time.

Check with your account executive for effectiveness.

Rate

FULL COLOR RATES

Size	1 time/month	4 times/month	8 times/month	12 times/month
1/4	\$350	\$ 330 (\$1,320)	\$ 320 (\$2,560)	\$300 (\$3,600)
1/2	\$580	\$ 550 (\$2,200)	\$ 520 (\$4,160)	\$480 (\$5,760)
1 page	\$ 1140	\$1000 (\$4,000)	\$980 (\$7,840)	\$ 950 (\$11,440)

*Less 15% for net rate.

Promotional rate only. For a limited time.

Check with your account executive for effectiveness.

Web-Advertising Rate

- **Banner Ad (size 728 X 90): random 5 banners every 30 seconds**
 - \$3000/month (paid monthly)
 - \$2000/month (advance paid quarterly)
 - \$1500/month (advance paid per ½ year)
 - \$1200/month (advance paid per year)
- **Button Adv (size 160 X 240): left or right on main page below the phone number**
 -
 - \$1,000/month (paid monthly)
 - \$700/month (advance paid quarterly)
 - \$600/month (advance paid per ½ year)
 - \$500/month (advance paid per year)
 - All Button ad is randomly placed up and down
- **Rectangle ad (size 300 x 250): Right side, front page and category page**
 - \$1,200/month (paid monthly)
 - \$900/month (advance paid quarterly)
 - \$800/month (advance paid per ½ year)
 - \$700/month (advance paid per year)