

ABOUT OUR PUBLICATION

Michigan's Chaldean American Community

More than 187,000 Chaldeans call Metro Detroit home – and the number is growing. Chaldeans, the indigenous people of Iraq, are Christians who speak Aramaic. In search of religious freedom and a better way of life, they began immigrating to the United States, particularly Southeast Michigan, beginning in the 1920s.



Chaldeans are...

Highly entrepreneurial: Two out of three families operate at least one enterprise.

OWN AN ESTIMATED
30,000
BUSINESSES
IN THE STATE OF
MICHIGAN

ANNUALLY
CONTRIBUTE
\$18
BILLION
TO MICHIGAN'S
ECONOMY

Our Publication's Mission

Through lively, informative articles written by award-winning journalists, the Chaldean News has kept Michigan's Chaldean American community connected on news, events, trends, personalities and milestones for twenty years.

Published and owned by the Chaldean Community Foundation, one of the area's largest non-profits, the English-language magazine is the source for news and information in the Chaldean community.

The Chaldean News also offers a series of events and community building initiatives to preserve and promote this ancient and lively culture.

Monthly Readership:

PRINTED EDITION
READ BY NEARLY
7,500
CHALDEANS
IN THEIR HOMES
AND BUSINESSES
DIRECT MAILED
FIRST OF EACH
MONTH

CHALDEAN NEWS
MONTHLY EDITION
IS READ BY AN
AVERAGE OF
3.5
PEOPLE PER
HOUSEHOLD



Chaldeans by the Numbers:

90%+ OF MICHIGAN'S
CHALDEAN AMERICANS
RESIDE IN OAKLAND,
AND MACOMB COUNTIES

59%+ CHALDEANS
OWN AT LEAST
ONE BUSINESS

The Chaldean community has called Southeast Michigan home for more than 120 years.



Digital Edition and Multimedia


SOCIAL MEDIA REACH
TO MORE THAN
21,000
PEOPLE IN THE
COMMUNITY
508K+
ORGANIC REACH

20,000+
MONTHLY
DIGITAL
READERS



240K+
ANNUAL VISITORS TO
CHALDEANNEWS.COM


COMING IN 2024

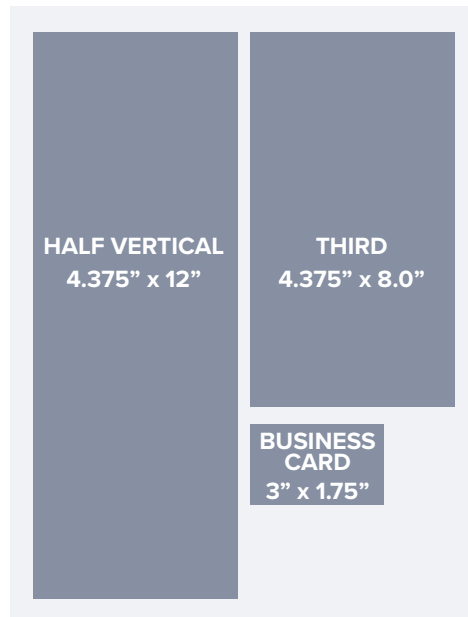
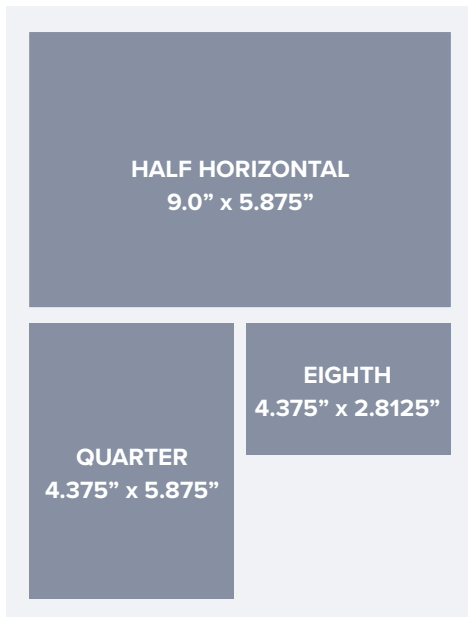
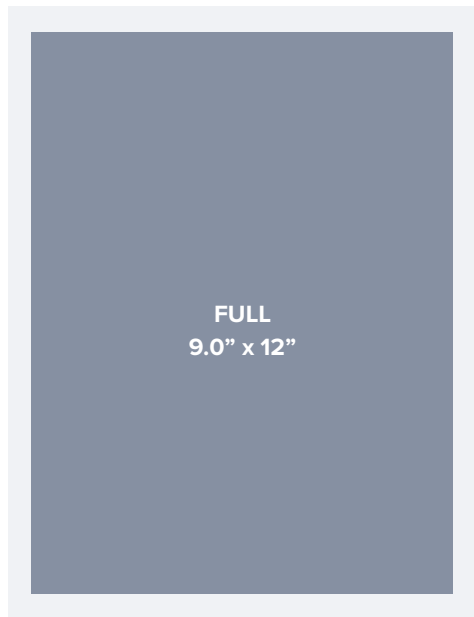
ARCHIVES SEEN MONTHLY BY AN AVERAGE OF
1 MILLION VISITORS



Reach the
Chaldean
community with
CN/tv and CN/radio

Chaldean News is a fully-owned subsidiary of the Chaldean Community Foundation, a 501c3 charitable organization.

ADVERTISING DIMENSIONS AND RATES



PRINT EDITION

SIZE OPTIONS	DIMENSIONS	FREQUENCY (PER MONTH)	
		1 - 6 Months (COST PER ISSUE)	7 - 12 Months (COST PER ISSUE)
Page Size	Inches		
Back Cover	9.0" x 12"	\$1,750	\$1,600
Inside Front / Back / Page 3	9.0" x 12"	\$1,550	\$1,400
Full Page	9.0" x 12"	\$1,250	\$1,100
Half Horizontal	9.0" x 5.875"	\$700	\$600
Half Vertical	4.375" x 12"	\$700	\$600
Third Page	4.375" x 8.0"	\$525	\$400
Quarter Page	4.375" x 5.875"	\$375	\$300
Eighth Horizontal	4.375" x 2.8125"	\$200	\$150
Business Card	3" x 1.75"	\$85	\$85
Front Cover Sticker	3"x 3"	\$1,950	\$1,950



DIGITAL ADVERTISING

ONLINE EDITION

Banner Size	Position	Dimensions	Monthly
Full Page	Front Section of Digital Edition	9.0" x 12"	\$625
Horizontal 1 (H1)	Homepage Header (Rotating)	2820 x 520 pixels	\$250
Horizontal 2 (H2)	Homepage (Various Positions)	2820 x 520	\$200
Square 1 (S1)	Homepage Top Right Column	750 x 750	\$225
Square 2 (S2)	Homepage (Various Positions)	750 x 750	\$200

PODCAST / VIDEO CLIP

Placement	Duration	Per Episode
"This program is sponsored by..." message at start of podcast or video	15 seconds	\$200

E-NEWSLETTER

Sponsor/advertise in our weekly e-blast to more than 4,000 e-mail addresses			
E-Newsletter (E1)	Top Header	1160 x 200	\$200 / month

CN SOCIAL

Collaborative post with Chaldean News social media pages reaching an audience of more than 17K			
Instagram, Facebook and Linked channels			\$250 / post



ADVERTISING CONTRACT



CLIENT INFORMATION

Business / Client _____ Client Contact _____ Phone _____

Address _____ CN Sales Rep _____ Cell _____

Special Requests* _____ Email _____

* SPECIAL REQUESTS ARE CONSIDERED BUT NOT GUARANTEED

PRINT ADVERTISING*

1 SPECIAL POSITION, FULL PAGE

- Back Cover Inside Front
 Inside Back Page 3

2 STANDARD POSITION, AD SIZE

- Full Page Quarter
 Half Eighth
 Third Bus. Card

3 SPECIAL ORDERS

- Insert
 Front Cover Sticker (3" square)

4 INSERTIONS

2024 **2025**

- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> January |
| <input type="checkbox"/> February | <input type="checkbox"/> February |
| <input type="checkbox"/> March | <input type="checkbox"/> March |
| <input type="checkbox"/> April | <input type="checkbox"/> April |
| <input type="checkbox"/> May | <input type="checkbox"/> May |
| <input type="checkbox"/> June | <input type="checkbox"/> June |
| <input type="checkbox"/> July | <input type="checkbox"/> July |
| <input type="checkbox"/> August | <input type="checkbox"/> August |
| <input type="checkbox"/> September | <input type="checkbox"/> September |
| <input type="checkbox"/> October | <input type="checkbox"/> October |
| <input type="checkbox"/> November | <input type="checkbox"/> November |
| <input type="checkbox"/> December | <input type="checkbox"/> December |

** All print advertising includes full color at no extra charge.

DIGITAL ADVERTISING

1 WEBSITE – HOME PAGE BANNERS

- Homepage Header
 Homepage Horizontal
 Homepage Square Top
 Homepage Square

2 DIGITAL EDITION – FULL PAGE

- Front of Issue

3 E-NEWSLETTER – BANNER

Start date: _____
End date: _____
Total # Months: _____

4 CN TV – VIDEO CLIP

- 15-second clip
Episode: _____

5 CN RADIO PODCAST – AUDIO CLIP

- 15-second clip
Episode: _____

6 CN SOCIAL

- Post to CN's Instagram, Facebook and LinkedIn channels

PACKAGE PRODUCTION SERVICES

1 Print / Online Ad Design

Initial design fee is \$75 per ad or banner, all sizes. Includes two revisions, hourly rate of \$75 applies thereafter. Animated banner design is available, please inquire for a custom quote for your project.

2 Audio / Video Production

Audio / Video production for your clip is available, please inquire about a custom quote for your project.

TOTAL ORDER

1 PRINT ADVERTISING

PRINT COST PER ISSUE: \$ _____
TOTAL INSERTIONS: _____
(COST PER ISSUE)
(TOTAL INSERTIONS)
SUB-TOTAL PRINT: \$ _____

2 SPECIAL ORDERS

INSERT: \$ _____
COVER STICKER: \$ _____
SUB-TOTAL SPECIAL: \$ _____

3 DIGITAL ADVERTISING

WEBSITE BANNER: \$ _____
DIGITAL EDITION: \$ _____
E-NEWSLETTER: \$ _____
CN TV – VIDEO CLIP: \$ _____
CN RADIO – AUDIO CLIP: \$ _____
SUB-TOTAL DIGITAL: \$ _____

4 EVENT SPONSORSHIP

SPONSORSHIP LEVEL: \$ _____

5 PRODUCTION SERVICES

GRAPHIC DESIGN: \$ _____
A/V PRODUCTION: \$ _____
SUB-TOTAL SERVICES: \$ _____

TOTAL COST:

\$ _____

AGREEMENT

Ad changes need to be made by the 20th of the prior month or the current ad on file will be published. Client needs to contact The Chaldean News if the ad needs to be updated or re-designed (\$75/hour, ask for an estimate). Banner ad materials due one week prior to posting. The Chaldean News reserves the right to reject, edit or revise any advertisement, and is not liable for failure to insert an advertisement. If an error is made in an ad published by The Chaldean News, notice must be made by the advertiser in writing no more than five business days after publication. All advertising positions are at the publisher's discretion and in no event will refunds, adjustments or reinstatements be made based on position. The Chaldean News has the right to recover unpaid advertising amounts, including reasonable costs of collection, attorney's fees, litigation costs and interest on the unpaid balance. The person/party signing this advertising contract is personally liable for the above advertising fee. This agreement will become non-cancelable upon rate confirmation and acceptance by The Chaldean News. Cancellation of contract will result in a short rate penalty fee which is based on number of insertions, size and color.

Client Authorized Signature _____

Date _____

The Chaldean News Account Rep. _____

Date _____

Print Name _____

Date _____

The Chaldean News Director of Operations Date _____

AD SUBMISSION GUIDELINES

CHALDEAN NEWS

DIGITAL ADVERTISING MATERIALS

BANNER ADS

All submitted banner ads must adhere to the dimensions listed on the *Dimensions and Rates* page. Files should be in JPEG or PNG format in RGB color mode.

AUDIO / VIDEO CLIPS

Audio and/or video clips should be submitted in MP3 or MP4 format, respectively, with a duration of 15 or 30 seconds. If you are interested in having the Chaldean News produce your commercial message, please consult with your account representative for a custom quote.

PRINT ADVERTISING MATERIALS

All submitted artwork must comply with the guidelines outlined below. Files requiring resizing or any other editing are subject to additional charges; ask your sales representative.

ACCEPTABLE FILE FORMATS

- Adobe Acrobat PDF
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop

UNACCEPTABLE FILE FORMATS

Files submitted in any format not listed above are not acceptable. In particular, this includes files created using Microsoft Publisher, Word, Powerpoint and Excel. These file formats do not conform to publishing industry standards and must be recreated for an additional charge.

IF SUBMITTING PDF MATERIALS (PREFERRED)

- PDF file must be in compliance with accepted production standards (PDF/X-1a format)
- Layout must be sized to the ad dimensions listed on opposite side of this sheet
- All colors used in layout must be converted to CMYK color mode
- All images must be set to CMYK or Grayscale color mode, effective resolution of 300 dpi
- All fonts used must be correctly embedded into the PDF file.
- To avoid pre-production fees and ensure the best reproduction quality, please use the Preflight feature in your page layout software and flatten all files prior to submitting.

IF SUBMITTING MATERIALS IN NATIVE LAYOUT SOFTWARE

- Layout must be sized to the specs listed on the *Dimensions and Rates* page
- All colors used in layout must be converted to CMYK color mode
- All linked images must be supplied with ad layout document and be set to CMYK or Grayscale color mode, effective resolution at least 300 dpi
- All fonts used in layout must be included. OpenType fonts are strongly recommended to ensure functionality on the Macintosh operating system. If the supplied ad was designed using the Windows platform, font substitution may be necessary and an exact match cannot be guaranteed.

MODIFICATION OF PREVIOUSLY-CREATED MATERIALS

Should an update to previously-created materials become necessary, it is highly recommended that the original “native” working files are provided, in one of the acceptable file formats listed above. If original working files are not available and only a PDF or JPEG file is provided, the possibility of modification will depend on how the files are built and the nature of updates required. In some cases, minor text updates may be possible if the overall layout structure remains unaffected. Other times, it may become necessary to re-create the ad completely. Please consult with your sales representative regarding applicable costs.

AD DESIGN

Our creative staff is available to design your ad. Please submit all copy, photos, artwork and instructions to your account representative. We will work with you to discuss the specifics of your project. Please allow at least 7 business days for ad production. A custom price quote based on \$95 per hour will be provided at the time we discuss your ad with you.

REPRODUCTION GUIDELINES

FONTS: To achieve the best reproduction quality, please avoid using fonts under 7 pts., reversing type under 10 pts. and using serif type below 12 pts. in reverse. Do not use “Registration Black” (also known as “Rich Black” or 4-color black) as a type color; instead use a true black only. Type that is reversed out of two or more overprinting colors should be no smaller than 14 pts. Color type that is created by overprinting the process colors should be no smaller than 14 pts.

COLOR: All color printed in the Chaldean News is “process color,” color which is created by using varying combinations of 4 base colors – Cyan, Magenta, Yellow & Black (CMYK). Please submit all documents in CMYK color mode, avoiding the use of RGB & Pantone colors. Files that require a color mode conversion are subject to additional charges.

INK DENSITY: The total amount of each ink color applied to the printed page is known as ink density. This should not exceed 240%. For example, if you are coloring something Red using 100% Magenta & 100% Yellow, your ink density is only 200%. But, if you were to add 50% Black to make it a darker red, your ink density is now 250%. Exceeding the 240% ink density will deteriorate the reproduction quality and may cause an undesired offset on the facing page.

DOT GAIN: This term refers to the amount that a printed dot will enlarge in the printing process. Dot gain at our printer’s press is 30%.

TRANSFERRING FILES

- File under 5 mb in size may be submitted via email. Submit materials to info@chaldeannews.com or to your sales representative.
- Larger file sizes should be submitted using DropBox, GoogleDrive, WeTransfer or a similar file transfer tool.

SPACE RESERVATION:

18th day of the month prior to publication

MATERIALS DUE:

20th day of the month prior to publication

IN HOMES:

1st of the month

