

ABOUT OUR PUBLICATION

CHALDEAN NEWS

Michigan's Chaldean American Community

More than 160,000 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
20,000
BUSINESSES
IN THE STATE OF
MICHIGAN

ANNUALLY
CONTRIBUTE
\$10.7
BILLION
TO MICHIGAN'S
ECONOMY

Our Publication's Mission

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

Published by first-generation Chaldean Americans, the English-language magazine is the source for news and information in the Chaldean community.

Beginning in 2023, the Chaldean News will launch an historic partnership with the Michigan Chronicle, co-publishing feature articles and co-sponsoring a series of events designed to build community and trust.

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:

AFFLUENCY

80%+

of Michigan's Chaldean
Americans reside in Oakland,
and Macomb counties

MEDIAN
HOUSEHOLD
INCOME

\$96,100

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
OUTREACH TO
MORE THAN

15,000

PEOPLE IN THE
COMMUNITY

12,000+

MONTHLY
DIGITAL
READERS



CHALDEAN NEWS
ONLINE REACHES

350K

IMPRESSIONS
PER MONTH

CHALDEAN NEWS
WEBSITE AVERAGES
APPROXIMATELY

7,000

UNIQUE CLICKS
PER MONTH

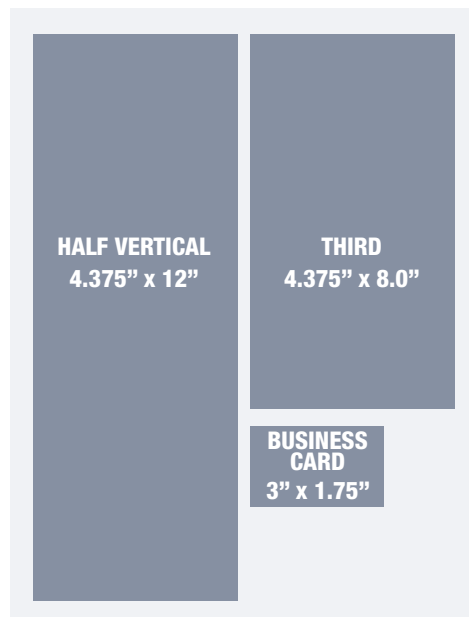
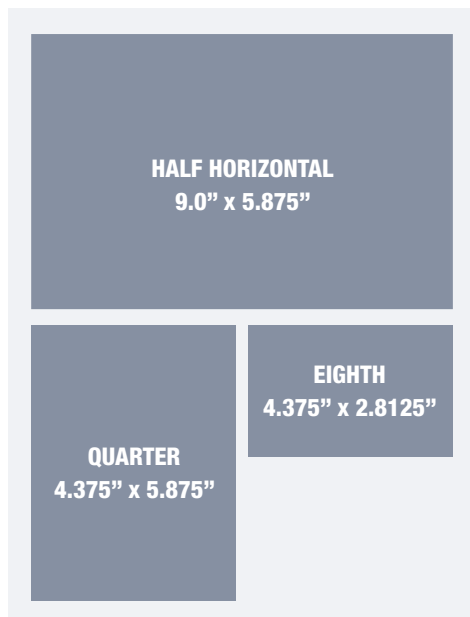
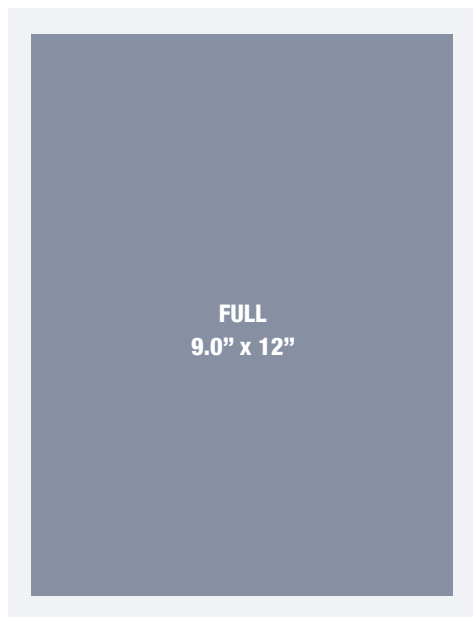


Reach the Chaldean
community via
CN/tv and CN/radio

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

ADVERTISING DIMENSIONS AND RATES

CHALDEAN NEWS



PRINT EDITION

SIZE OPTIONS

DIMENSIONS

FREQUENCY (PER MONTH)

Page Size	Inches	1 - 6 Months (COST PER ISSUE)	7 - 12 Months (COST PER ISSUE)
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
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	\$200
Square 2 (S2)	Homepage (Various Positions)	750 x 750	\$200

PODCAST / VIDEO CLIP

Placement	Duration	Monthly
"This podcast sponsored by..." message at start of podcast or video	15 seconds	\$200 / month

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
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Pricing includes full-color. Premium print positions can be reserved, subject to availability. All online banner files will run 100% in each spot. Files must be JPEG, GIF or SWF, 72 dpi.

30095 NORTHWESTERN HWY, SUITE 101 • FARMINGTON HILLS, MI 48334 • WWW.CHALDEANNEWS.COM • 248-851-8600 • FAX 248-851-1348

ADVERTISING CONTRACT

CHALDEAN NEWS

CLIENT INFORMATION

Business / Client _____ Client Contact _____ Phone _____

Address _____ CN Sales Rep _____ Cell _____

Special Requests* _____ Fax _____

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

2023 2024

- | | |
|------------------------------------|------------------------------------|
| <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
☐ First Half of Issue
☐ Back of Issue

3 E-NEWSLETTER - BANNER

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

4 CN TV - VIDEO CLIP

☐ 15-second clip
Start date: _____
End date: _____
Total # Months: _____

5 CN RADIO PODCAST - AUDIO CLIP

☐ 15-second clip
Start date: _____
End date: _____
Total # Months: _____

PACKAGE PRODUCTION SERVICES

☐ 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.

☐ 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)
x
(TOTAL INSERTIONS)

SUB-TOTAL PRINT: \$ _____

2 SPECIAL ORDERS

INSERT: \$ _____

FRONT 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 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. Rates are subject to change without notice. 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 _____