

# Advertising Rate Card



The Sacramento Chinatown Culture Fair's annual Program Guide is given freely to every visitor to the Chinatown Culture Fair. Last year 3000 attendees frequently referred to the program in order to plan their day at the Chinatown Mall Culture Fair.

The Chinatown Mall Culture Fair Program Guide not only includes a site map that details the location of all activities and vendors, a schedule of the array of stage performers, biographies of the noted lecturers, but it also includes advertising for our premier sponsors.

Advertising space in the Program Guide is limited. Please don't miss this rare opportunity to target a hard to reach market segment with you message!

If you are looking for an effective means of reaching Northern California Chinese-Americans and APIA groups that have:

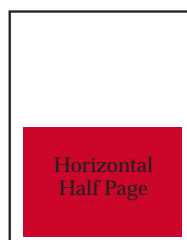
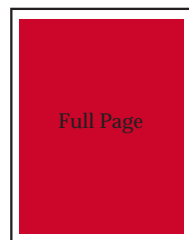
- Strong Purchasing Power
- High Household Income: 30% higher than general population
- High Rate of Home Ownership and Home Value
- High Percentage Married
- Highly Educated: 38% vs. 22% with Bachelors Degree or higher

the Sacramento Chinatown Culture Fair's annual Program Guide provides your greatest return at a minimal cost to this targeted



The Sacramento Chinatown Culture Fair's Program Guide is given to over 3,000 visitors and is used as a needed reference throughout the fair.

Mechanical Requirements	Size	Rate
Full page (back cover b/w)	5" X 8"	Diamond Package - \$3000
Full page (inside cover b/w)	5" X 8"	Platinum Package - \$2000
Full page (inside b/w)	5" X 8"	Gold Package - \$1000
Horizontal half-page	5" X 4"	Bronze Package - \$250



Please Note:  
Your ad must be camera ready. The Sacramento Chinatown Culture Fair will not create any advertisements and cannot be responsible for any ads not submitted.

## Contact

For more information sponsorships or to place an ad please email Wanda at [wandachinatownfair@yahoo.com](mailto:wandachinatownfair@yahoo.com) or call Lillie @ 916-392-4829. Visit our website at [www.yeefow.org/culturefair](http://www.yeefow.org/culturefair)