

# Advertising Rate Card



The Chinatown Mall Culture Fair's annual *Program Guide* is given freely to every visitor to the Chinatown Mall 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:

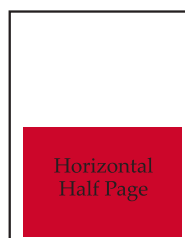
- Strong Purchasing Power
- High Household Income: 30% higher than general population
- High Rate of Home Ownership and Home Value
- High Percentage Married
- Highly Educated: 38% vs. 22% with Bachelors Degree or higher

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



*The Chinatown Mall 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 color)	5" X 8"	\$500
Full page (inside back cover b/w)	5" X 8"	\$250
Full page (inside b/w)	5" X 8"	\$200
Horizontal half-page	5" X 4"	\$100



**Please Note:**

Your ad must be camera ready. The Chinatown Mall 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 call Lillie Yee-Shiroi at 916-392-4829 or email [lyshiroi@comcast.net](mailto:lyshiroi@comcast.net)  
**Visit our website at [www.yeefow.org/culturefair](http://www.yeefow.org/culturefair)**