

ABOUT

The North American Post is a community newspaper that celebrates Japanese culture in the Greater Seattle area. Founded by 1st generation Japanese-Americans in 1902, the publication is one of the oldest minority-owned newspapers in the region. Today, with bilingual articles in English and Japanese, the publication connects readers with diverse cultural backgrounds to Seattle's Japanese community. Our articles include local news, event calendars, restaurant reviews, Japanese cooking recipes, community interviews, and more.

FACT TABLE

Founded	1902
Publishing Schedule	Every 1st and 3rd Friday of the month
Circulation	15,000 monthly (7,500 per issue)
Potential Readership	As high as 50,000 in the Greater Seattle area
Major Distribution	Uwajimaya, Daiso, H-mart and other Asian grocery stores/Japanese Restaurants/Bellevue College, UW, and other schools with Japanese programs/medical and dental offices, and Japanese-related local events
Distribution Area	Seattle: 45% Eastside (Bellevue, Redmond, Kirkland, etc.): 35% North (Lynnwood, Edmonds, etc.): 10% South (Renton, Kent, Federal Way, etc.): 10%



TARGET READER SAMPLE PROFILES

Karen Tanaka



65 years old | Married | Retired

I am a 3rd generation Japanese-American. I enjoy traveling abroad with my husband. I am interested in learning about my cultural roots and sharing the history with my grandchildren. I want to stay active by joining community events and social groups.

Jenny Chin



41 years old | Married | Working Mom

I am a mom with two children and work for a local accounting firm. My mother is a Japanese-American who was born and raised in Seattle. I enjoy learning how to prepare Japanese dishes and then sharing the recipes with my friends.

Tom Brown



Age: 28 | Single | IT Bus.-Dev

I work for a high-tech company and often visit Tokyo and other Asian cities for work. I became a fan of Japanese video games as a teenager, which influenced me to study Japanese. I want to be informed about local restaurants, night spots, sake brands and electronic products.

PRICES

Full Color Ads

Size		Spot Rate	Frequency Discount							Design Fee
			4 Issues	8 Issues	12 Issues	16 Issues	20 Issues	24 Issues	48 Issues	
			5 % OFF	10% OFF	15% OFF	20% OFF	25% OFF	30% OFF	40% OFF	
Full Page	10"x16.25"	\$1200	\$1,140	\$1,080	\$1,020	\$960	\$900	\$840	\$720	\$600
Half Page	10"x7.875"	\$800	\$760	\$720	\$680	\$640	\$600	\$560	\$480	\$400
1/4 Page	10"x3.875"(Horizontal)	\$500	\$475	\$450	\$425	\$400	\$375	\$350	\$300	\$250
	4.9375"x7.875"(Vertical)									
1/8 Page	4.9375"x3.875"	\$300	\$285	\$270	\$255	\$240	\$225	\$210	\$180	\$150
1/16 Page* (12 or more)	4.9375"x1.875"(Horizontal)	\$450	-	-	\$383	\$360	\$338	\$315	\$270	\$150
	2.4375"x3.875"(Vertical)									

*1/16 page size full color ads are available only on the front cover position with 12 issues+ contract

Black and White Ads

Size		Spot Rate	Frequency Discount							Design Fee
			4 Issues	8 Issues	12 Issues	16 Issues	20 Issues	24 Issues	48 Issues	
			5 % OFF	10% OFF	15% OFF	20% OFF	25% OFF	30% OFF	40% OFF	
Full Page	10"x16.25"	\$850	\$808	\$765	\$723	\$680	\$638	\$595	\$510	\$500
Half Page	10"x7.875"	\$560	\$532	\$504	\$476	\$448	\$420	\$392	\$336	\$300
1/4 Page	10"x3.875"(Horizontal)	\$400	\$380	\$360	\$340	\$320	\$300	\$280	\$240	\$200
	4.9375"x7.875"(V)									
1/8 Page	4.9375"x3.875"	\$280	\$266	\$252	\$238	\$224	\$210	\$196	\$168	\$150
1/16 Page* (12 or more)	4.9375"x1.875"(Horizontal)	\$160	-	-	\$152	\$144	\$136	\$128	\$120	\$100
	2.4375"x3.875"(Vertical)									
1/32 Page* (12 or more)	2.4375"x1.875"	\$90	-	-	\$86	\$81	\$77	\$72	\$68	\$100

*1/16 and 1/32 page size B/W ads are available only with 12 issues+ contract

Online Banner Ad - napost.com

Size	1 for 30 days	Design Fee
Top Banner	728 x 90 px	\$300
Side Banner large	300 x 250 px	\$150
Side Banner small	300 x 100 px	\$100

Printed Insertion

\$60 per 1,000 copies (Minimum Run : 5,000 copies)

*For insertion, please directly ship printed fliers to our printing facility

Editorial Production, Design, and Translation Fees

Editorial Production, DTP/Web design, and translation services are available at \$75 per hour

Editorial production with a client interview is available at \$200 per hour

2021 PUBLISHING SCHEDULE

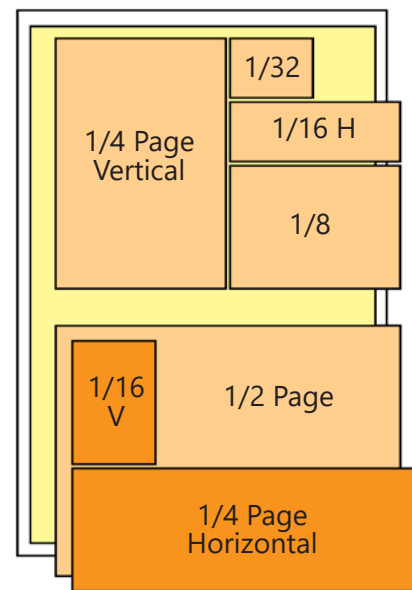
Month	2nd Friday issue date	4th Friday issue date
January 2021	1/15	1/29
February 2021	2/12	1/26
March 2021	3/12	3/26
April 2021	4/9	4/23
May 2021	5/14	5/28
June 2021	6/11	6/25
July 2021	7/9	7/23
August 2021	8/13	8/27
September 2021	9/10	9/24
October 2021	10/8	10/22
November 2021	11/12	11/26
December 2021	12/10	12/24 (New Year Issue)

Advertisement Deadline

2 weeks before the publish date

AD DESIGN SUBMISSION

Please submit as a PDF, JPG or TIFF file to design@napost.com. No bleed



CONTACT

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