

INDO
AMERICAN
NEWS

2010 MEDIA KIT

Your gateway to the South Asian Market

713-789-6397 • FAX: 713-789-6399 • indoamericannews@yahoo.com
www.indoamerican-news.com



PEOPLE BEHIND THE PUBLICATION

Dr K.L Sindwani,
Publisher Emeritus

Pramod Kulkarni
Editor

Krishna Giri
Marketing Manager

Jawahar Malhotra
Business Manager

Kalyani Giri
Community Reporter

Hussain Mandviwala
Production Manager (Accounts)

Manasi Gokhale
Community Editor

Vanshika Vipin
Administrative / Office Manager

Jacob David
Graphics / Food / Marketing

REACH & DISTRIBUTION

The Indo American community is the most lucrative and influential ethnic group in the US with the highest per-capita income and education level. Indo American News reaches this group with local and global news pertaining to the community. We are the most read weekly newspaper in Texas and surrounding areas reaching 200,000 plus readers in Texas.

About **INDO AMERICAN NEWS**

- First and oldest South Asian publication in Texas - 29th year in publication
- Most read publication in Texas
- 6000 copies published every week
- Published in 2 sections - Community & Business
- Most comprehensive coverage of local & global news pertaining to the Indo American Community in the United States and Canada.
- Highest advertiser support and loyalty
- Offers advertising opportunities in print and online

About **OUR READERS**

Audited by CVC



OUR DATA SPEAKS VOLUMES

- Readers per copy : Approx 5
- Readers Demographics : 18 - 54+ years of age
18-25 = 9% | 26-34 = 18% | 35-44 = 24% | 45-54 = 26%
above the age of 54+ = 21%
- Level of Education obtained : 89% of our readers have atleast an undergraduate degree
- Annual Household income : 80% of our readers earn \$50,000+

About **OUR ADVERTISERS**

- More ads every week than any other publication
- Hundreds of advertisers have found value in Indo American News for the last 29 years

Our PRINT ADVERTISING RATES

DISPLAY RATES FOR B & W ADVERTISEMENT

	SIZE	RATE
Per Column Inch	5 Column (2" Per Column)	\$ 15.00
One Eighth Page	3.9" W x 2" H - (6.5 ci)	\$ 200.00
Quarter Page	4.9" W x 6.5" H - (16 ci) or 10" W x 3" H Horizontal Strip	\$ 350.00
Half Page	10" W x 6.5" H (32.5 ci)	\$ 600.00
Full Page	10" W x 13.5" H (67.5 ci)	\$1,000.00

COLOR ADVERTISEMENT RATES

Four Colors (CMYK) : **Additional for premium pages
Call for Pricing**

DESIGN SPECIFICATIONS

- 10" W x 13.5" H Image Area • No Bleed
- 2" Column Width, 5 Columns per page
- Please submit 4 color ads as PDF with minimum 300 dpi resolution

PUBLICATION DAY : Every Friday

PRINT DEADLINE : Wednesday

MATERIAL DEADLINE : Monday before print deadline

FILE TRANSFER : E-mail files to indoamericannews@yahoo.com

Please note that full remittance must accompany all advertisement orders. IndoAmerican News will require a credit card number on file. We reserve the right not to accept an advertiser's order. All ads are subject to editing (if necessary)

ADVERTISING DEPARTMENT

KRISHNA GIRI

Marketing Manager

JAWAHAR MALHOTRA

Advertising Representative

JACOB DAVID

Advertising Representative

HUSSAIN MANDVIWALA

Advertising Representative

Our INTERNET ADVERTISING RATES

www.indoamerican-news.com

News syndicated with **Google, Yahoo, Bing and MSN News**

WEB ADVERTISING : 75,000 visitors & 230,000 page views every month

	SIZE	RATE
Leaderboard	728 x 90 pixel	\$150.00/month
Banner	468 x 60 pixel	\$125.00/month
Square	293 x 200 pixel	\$75.00/month
Button	125 x 125 pixel	\$30.00/month

E-BLAST ADVERTISING : Reaching out to 5000+ registered subscribers
(Sent out every Thursday)

	SIZE	RATE
Skyscraper	120 x 600 pixel	\$100.00/week
Banner	600 x 90 pixel	\$50.00/week
Block Ad	293 x 200 pixel	\$20.00/week
Personalized Advertising Campaign		Call for Pricing

Submission guidelines

- All web advertisement are to be submitted as gif, tif, jpg, png, psd, bmp
- If Indo American has to create the ad, production charges will apply

ADVERTISING DEPARTMENT

KRISHNA GIRI
Marketing Manager
JAWAHAR MALHOTRA
Advertising Representative
JACOB DAVID
Advertising Representative
HUSSAIN MANDVIWALA
Advertising Representative

Our DISTRIBUTION OUTLETS - 100+ Locations in Houston

CLEAR LAKE

SCARSDALE GROCERY

12415 Scarsdale Blvd

KEEMAT GROCERS

15140 Galveston Rd

SHALAMAR SWEETS

15142 Hwy 3

RAJ GROCERS

15210 Hwy 3, #112

PEARLAND

AISHA'S BEAUTY SALON

2810 Business Center Dr

TOUCH OF ASIA

2253 Smith Ranch Rd

MYTHILI'S BEAUTY SALON

9515 Broadway St

MEENAKSHI TEMPLE

17130 Mclean Rd

HOUSTON AREA

ASHIANA RESTAURANT

12610 Briar Forest

MASALA WOK

10001 Westheimer #1060

ADAM'S HALAL MEAT

12280 Westheimer, #5

MADRAS PAVILION

3910 Kirby Drive, #130

SHIVA INDIAN RESTAURANT

2514 Times Blvd

INDIA'S RESTAURANT

5704 Richmond Ave

MAYURI INDIAN RESTAURANT

5857 Westheimer Road

MYTHILI'S BEAUTY SALON

6453 Westheimer

INDO-PAK GROCERS

3511 Hillcroft Ave.

JERUSALEM HALAL MEAT

3330 Hillcroft, # 1

SARI SANSAR

5711 Hillcroft Ave.

CLAY-POT GOURMET DINING

5711 Hillcroft #B4

RAJA SWEETS

5667 Hillcroft

SARI SAPNE

5659 Hillcroft

SANATAN SHIV SHAKTI MANDIR

5645 Hillcroft #701

KEEMAT GROCERS

5621 Hillcroft

BOMBAY GARDEN

5600 Hillcroft St

INDIA MART

5604 Hillcroft

HOT BREADS

5700-A, Hillcroft

BISMILLAH RESTAURANT

5696 Hillcroft St

SHAHNAI RESTAURANT

5920 Hillcroft St

UDIPI CAFÉ

5959 Hillcroft

LAKSHMMI SAREES

5901 A-1 Hillcroft Ave.

TAZAA MARKET

5901 Hillcroft, #B3

BOMBAY SWEETS

5827 Hillcroft

MAHARAJA JEWELERS

5821 Hillcroft

PATEL BROS

5815 Hillcroft

USMANIA RESTAURANT

5711 C-6 Hillcroft

KIRTI JEWELERS

6655 Harwin Dr # 101a

MEZBAAN RESTAURANT

6655 Harwin Dr A# 108

SHEIKH CHILLI'S

6121 Hillcroft Ave, #N

AISHA'S BEAUTY SALON

5704 Hillcroft

RAHUL & I

6855 Harwin Dr Ste N

MAHARANI MUSIC

7333 Harwin Dr., Ste. 125

UNITED CENTRAL BANK

5901 Hillcroft

BHOJAN INDIAN RESTAURANT

6855 S.W. Freeway

INDIA GROCERS

6606 SW Freeway

INDIA JEWELERS

6638 SW Freeway

HIMALAYA RESTAURANT

6652 SW Freeway

SHIV SAGAR

6662 SW Freeway

SOUTHWESTERN NATIONAL BANK

6901 Corporate Dr,

PAVANI RESTAURANT

10554 SW Freeway

DISCOUNT GROCERS

12600 Bissonnet, #C4

LA SANI RESTAURANT

9621 Bissonnet

MIDDLE EAST HALAL

9657 Bissonnet

ROYAL RESTAURANT

11919 Bissonnet

HIGHWAY 6 AREA

VOSS HALAL MEAT

11920 Hwy 6 South, #100

ASIAN FOOD MARKET

11920 Hwy 6 South, #300

FIESTA

14315 Bellaire

AM PM FOOD MART

6696 Hwy 6 South

BAITHAK

6750 Hwy 6 South

SRI RADHA KRISHNA TEMPLE

11625 Beechnut

GURUDWARA SAHIB

14811 Lindita

VISHALA GROCERY

9410 Hwy 6 South

SHER-E-PUNJAB

6271 Alief Clodin

AL-IMAN RESTAURANT

6289 Hwy 6

BBQ TONITE

14617 Beechnut

A-ONE INTERNATIONAL

9220 Hwy 6 South #D

GOURMET INDIA

13155 Westheimer

ABHIRUCHI INDIAN CUISINE

14045 Westheimer Rd.

WORLD FOOD WAREHOUSE

14625 Beechnut

HOUSTON DURGA BARI

13944 Schiller Rd

ARYA SAMAJ OF HOUSTON

14375 Schiller Rd

BISMILLAH GROCERS

17118 W. Littleyork

KHAN BBQ

16618 Clay Rd. #450

INDIA FOODS

5201 Hwy 6, Ste. 550

FM 1960 AREA

INDIAN WOK

7911 FM 1960

AISHA'S BEAUTY SALON

FM 1960 @ Jones

HALAL FOOD MART

12228 Antoine Drive

INDO-PAK GROCERY

10732 FM 1960-West

UDIPI CAFÉ

4632 FM 1960 West

AL-HUDA GROCERS

12090 Veterans Memorial

EAST WEST FOOD STORE

10710 FM 1960 W

HIMALAYA GROCERS

14650 FM 529

LAZEEZA GRILL

3991 FM 1960

MINERVA RESTAURANT

3702 FM 1960, #G

TAJ MAHAL IMPORTS

13833 Breck Street

TASTE OF INDIA RESTAURANT

10758 FM 1960 West

STAFFORD AREA

APNA BAZAAR

2437 FM 1092

SAVOY SUPERMARKET

11246 S Wilcrest, #145

AISHA'S BEAUTY SALON

11246 S Wilcrest,

AGA'S RESTAURANT

11842 Wilcrest

SALAAM NAMASTE

10732 W Bellfort

DISCOUNT GROCERS

435 Murphy Rd #Z

DESI GROCERIES

867 Dulles Ave, #A

NEW INDIA GROCERS

445 FM 1092, Ste #400

KATY AREA

KATY GROCERS

1830 South Mason Rd.

MANTRA RESTAURANT

829 S.Mason Rd. Suite 265,

TEX MASALA RESTAURANT

943 S. Mason Road

BOMBAY BAZAAR

949 S. Mason Road

UDIPI CAFÉ

557 Mason @ Kingsland

AISHA'S BEAUTY SALON

@ Fry road

KATY HALAL MEAT

@Fry Road

CAFÉ INDIA

2002 Fry Road

TOUCH OF INDIA

11700 barker Cypress Rd.

SUGAR LAND AREA

INDIA CHAT & SWEETS

2452 Settlers Way

KEEMAT GROCERS

2464 Settlers Way, #G

CAFÉ INDIA

2319 William Trace

MUMBAI BAZAAR

1730 Williams Trace

ANJALI SCHOOL OF DANCE

2615 Cordes Plaza

UDIPI CAFÉ

3551 Hwy 6 South

SHIVA INDIAN RESTAURANT

2130 Lone Star Drive

MADRAS PAVILION

16260 Kesington Ave

PATEL BROTHERS

16338 Kensington Dr. #130

CHAAT HOUSE

16339 Kensington Dr. #160

Indo American News is distributed at 100+ locations around Houston, TX and surrounding cities like Dallas, San Antonio and Austin.

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