Indo American News

READ US ONLINE at www.indoamerican-news.com | Published weekly from Houston, Texas. USA
2470 S. Dairy Ashford #175, Houston, TX 77077 PH: 713 789 6397 • [redacted] • indoamericannews@yahoo.com

Like Indo-American News on Facebook

Our 45th YEAR



Since Jan 2020, featuring ....

Indo American News Radio

... each Saturday, 3-6pm, on 98.7 FM

... live streamed on the masalaradio app

Listen to our Podcasts on Spotify, Apple Podcasts, Google Podcasts, Breaker, Pocket Casts & Radio Public

Look Inside for Ads & Sponsorships Info

2026 MEDIA KIT

Your gateway to the South Asian Market

713-789-NEWS (6397) indoamericannews@yahoo.com www.indoamerican-news.com

www.indoamerican-news.com

Annual Audit by CVC

CIRCULATION VERIFICATION COUNCIL

News Syndicated with Google | Yahoo | Bing | MSN

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 South Asian publication in Texas - our 44th year
- Most read publication in Texas
- 7,000 copies published every week
- Most comprehensive coverage of local & global news covering 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 & LISTENERS

- Readers per copy : Approximate 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 at least an undergraduate degree
- Annual Household income : 80% of our readers earn $60,000+

About OUR ADVERTISERS

- More businesses advertise with us than other publications
- Hundreds of advertisers have found value in Indo American News for the last 43 years.

Our WEBSITE REACH

98,000 visitors & 460,000 page views every month

Our WEEKLY E-BLAST REACH

Reaching out to 10,000+ registered subscribers
(Sent out every Friday | This list is constantly updated, increasing weekly!)

Our PODCAST REACH

9,000 visitors -- 3,000 scans every week

Advertise your business on our popular media ....

Indo-American News Radio

..... reaching 35,000 avid listeners each week

INDO-AMERICAN NEWS
www.indoamerican-news.com
2470 S. Dairy Ashford #175, Houston, TX 77077
Ph: 713-789-6397 • *indoamericannews@yahoo.com*

Guidelines for ADVERTISEMENT SUBMISSION

- All Print advertisement can be submitted as pdf camera ready ads
- All web advertisement can be submitted as jpg, png, gif
- Production charges will apply for ads created by Indo-American News.

NON-PROFIT RATES ARE 50% OFF THE LISTED RATES

Rates for COLOR PRINT ADVERTISING

PAGE SIZE	DIMENSIONS	RATE
One Eighth	4″ W x 2″ H	$300
Quarter	5″ W x 6.5″ H or 10″ W x 3″ H - Strip	$600
Half	10″ W x 6.5″ H	$1,200
Full	10″ W x 13″ H	$2,000

Rates for INTERNET ADVERTISING

ONLINE	SIZE	RATE
Banner	950 x 175 pixel	$400.00/month

Rates for WEEKLY eNEWSLETTER ADs

Skyscraper	120 x 600 pixel	$200.00/week
Banner	600 x 90 pixel	$125.00/week
Block Ad	293 x 200 pixel	$75.00/week

Rates for EXCLUSIVE eBLAST-ADs

E-blast	2400 x 3300 pixel (A4 SIZE)	$200.00/e-blast

Rates for RADIO-ADS

30-sec ad: $40/spot 20-ads/month: $800/month

On-air Live Interview & Sponsorship $400/20 minutes

Other additional SERVICES PROVIDED

Indo American News graphics department has expert personnel that can provide print-ad designs, full print services (business promotional materials), website designing, customized marketing campaigns and detailed business promotional event planning. We provide from concept to completion services.



Guidelines for DESIGN SPECIFICATIONS

- 10″ W x 13″ H Image Area
- No Bleed possible
- 2″ Column Width, 5 Columns per page
- Artwork may be submitted in PDF | PSD | JPEG formats (300 dpi or more)

Published Weekly on every ***FRIDAY***
Print Deadline ***WEDNESDAY Noon***
Material Deadline ***TUESDAY 4pm***

Send files to
indoamericannews@yahoo.com

Customized Advertising Campaigns by

- *Print*
- *Online*
- *E-blast*
- *Radio Spots*
- *Event Promotions*



Indo-American News

2470 S. Dairy Ashford #175, Houston, TX 77077

713-789-NEWS (6397)
www.indoamerican-news.com