

ASIAN
CAMPUS TRIBUNE



***GENUINE* AND *AUTHENTIC* VOICE
TO THE ASIAN COMMUNITY**



2017-2018 Media Kit

letter from the publisher

The Asian Campus Tribune press was established in October of 2008 with the ambitious goal of providing a genuine and authentic voice to the Asian community in, and around, the University of Illinois campus in Champaign-Urbana.

We are proud of our talented and experienced staff and are thankful for their dedication and support of our journey to become the leading voice of the Asian campus communities around the nation.

Our Vision

Asian Campus Tribune provides a genuine and authentic voice to the Asian community in and around US campuses. We strive to promote the Asian culture and community while providing efficient means for businesses, both Asian and none, to connect to, and flourish within, our Asian community in and around campuses.

Our Pledge

We pledge to provide a professional product, treat all our stakeholders and the environment with the utmost respect and honesty, and aim to play a major positive role in our community.

Joohyun Kang
FOUNDER

AT A GLANCE



DRIVING ASIAN CAMPUS TRIBUNE FORWARD

For the last eight years, the Asian Campus Tribune has been the heart of the newspaper to the Asian communities in, and around university campuses. Distributed free on campus and throughout Champaign-Urbana, Purdue, and Chicago areas on the first week of the month. The Asian Campus Tribune provides the campus community with a various source for news, health, life, culture, and public opinion. Furthermore, the contents are based on the latest stories and studies - that includes research conducted by many researchers and stories written by our active student writers.

CIRCULATION

The Asian Campus Tribune monthly circulation is 5,000, distributed free over 120 key locations in Greater Chicago, the University of Illinois at Urbana-Champaign, and Purdue University around campus and in the communities.

COMMUNITY



2,500+ Reach Per Post
1,800+ Followers



TOTAL ASIAN STUDENT
POPULATION IN OUR
DISTRIBUTION AREAS

UNIVERSITY OF ILLINOIS
ASIAN STUDENTS INCLUDING
INTERNATIONAL

OVER 14,900

PURDUE UNIVERSITY
ASIAN STUDENTS INCLUDING
INTERNATIONAL

OVER 10,100

UNIVERSITY OF CHICAGO
ASIAN STUDENTS INCLUDING
INTERNATIONAL

OVER 4,100

NORTHWESTERN UNIVERSITY
ASIAN STUDENTS INCLUDING
INTERNATIONAL

OVER 2,700

AUDIENCE

"Asian Americans are the highest-income, best-educated and fastest-growing racial group in the country"

- CNN

TARGET AUDIENCE

Student, parents, faculty, and members of the greater Asian community who have an interest in campus news and stories. Education is a very big deal in Asian communities and our publication taps into this hunger for information about higher education.

60% OF OUR READERS ARE BELOW THE AGE OF 35

Source: Google Analytics



Over 40,000
Monthly Visits

Source: Wordpress Analytics

DIGITAL ADVERTISING



Content worth sharing is what motivates us. Having a specific and unique target audience is what keeps us apart from other media. With a diverse array of online platforms and reader experiences, Asian Campus Tribune remains the ultimate media partner for companies aiming to make a powerful connection to Asian communities.

AsianCampusTribune.com

This website is the go-to source for information about the Asian community for readers who prefer English. All content is updated throughout the week.

ChineseCampusTribune.com

Highly attractive to Chinese readers, the content is published in Chinese and includes unique insights from our Chinese student reporters. We provide information about the Asian community and on matters that are of high interest and relevance to this important market segment.

Social Media Platforms

[Facebook Pages](#)

All articles, stories and sponsored content are circulated in our Facebook pages. We continually update the content to maintain a high and stable level of reach with our loyal readers.

[WeChat](#)

With more than 706.7 million monthly Chinese users on WeChat, it is a great way to connect using one of our AsianCampusTribune popular social media outlets.



WECHAT ADVERTISING



**WeChat Advertisement Size
6.5" W x 4" H**

WHAT IS WECHAT?

WeChat is a mobile messaging app developed by Chinese company Tencent. It is one of the leading social networks worldwide, placing fifth in an number of active users.

About 61% of WeChat users access WeChat's moments, one of the service's more popular messaging features, every time they open the app, while 22.6% use it often. Voice and text messaging, group messaging, payment and games are other examples of WeChat activities.

SO, WHY ADVERTISE WITH US?

Asian Campus Tribune's WeChat account reaches international Asian students, specifically targeting our Chinese subscribers. Our WeChat account has over 1,800 subscribers, an average of 2,000 views per post. Each month our editorial team produces more than 10 new content items and articles for our subscribers.

By advertising in our WeChat account, you reach out not only to Chinese Students in the U.S. but also to those who are still in China and in the process of planning to come to the U.S. to attend their college education here.

Our WeChat account is a great way to expose our client's businesses and services to our readers and to create market and brand awareness.

DIGITAL SERVICES



A - Leaderboard

B - Billboard

C - Post Advertisement

D - Home Slider Banner

E - Category Banner

F - Post Slider Banner

G - Standard Banner

H - Full Home Slider Banner

DIGITAL AD SPECS



(A) Leaderboard
627 x 78



(B) Billboard
300 x 250



(C) Post Advertisement
300 x 250



(D) Home Slider Banner
300 x 100



(E) Category Banner
605 x 40



(F) Post Slider Banner
620 x 200



(G) Standard Banner
150 x 60



(H) Full Home Slider Banner
728 x 90

DIGITAL ADVERTISEMENT LOCATIONS

(A) Leaderboard displays all pages
(Guarantees full and highest
exposure rate)

(C) Post Advertisement displays all
post pages

(E) Category Banner displays all
categories pages

(G) Full Home Slider Banner displays
homepage only and can display up
to five advertisements

(B) Billboard displays all pages

(D) Home Slider Banner display
homepage only and can display up
to five advertisements

(F) Post Slider Banner displays all post
pages and can display up to five
advertisements

(H) Standard Banner display
homepage only and company logo
only

PRINT AD SPECS

CONNECT TO THE FAST GROWING BUYING POWER
OF THE ASIAN COMMUNITY!

ASIAN CAMPUS TRIBUNE FORMAT

56 - 64 Pages, 10.5" x 14" Finished Size, Minimum of
48 Color Pages, 8-16 black and white pages

English and Chinese versions are printed and
distributed monthly



Tabloid Display

Business Card
3.25" x 2"

1 Column V
3.25" x 4"

1 Column H
6.5" x 2"

2 Columns V
3.25" x 8"

2 Columns H
6.5" x 4"

3 Columns
9.5" x 4.25"

Full Page
9.5" x 12"

SPECIAL EDITIONS

Creating Helpful and Meaningful Connections with Dynamic Experiences in the Asian Community

Our print and online special editions are theme-specific. We cover various topics that best fit our readers' interest. Each branded series is tailored around a unique mission based on the selected theme or targeted business type. Popular with many of our loyal sponsors these custom editions provide useful information to the readers and generate invaluable brand engagement for our clients.



ASIAN CAMPUS TRIBUNE EVENTS

Aug: Welcome Back

Students are back on campuses and our special edition provides invaluable advice, insights, and inspiration from our student writers and student-life experts. Information about the campus, things to do, input from former students, and many helpful tips!

AD Close: July 26th, 2017
Distributed: August 5th, 2017

Nov: Housing Specials

Students seeking housing utilize these guidelines to select their new residence. All of the information is available in print and online and features a full detailed checklist table that includes room types, amenities, locations, utilities and more!

AD Close: Oct. 25th, 2017
Distributed: November 4th, 2017

April: Last Minute Housing

Last chance for housing companies and property owners to get the vacancy filled while the students are still looking for a place. Full detailed checklist tables are available in print and online. This is the last chance to get your future residents!

AD Close: March 21st, 2018
Distributed: March 31st, 2018



2017-2018 RESOURCE CALENDAR BOOK

Advertising in the Calendar Book provides an opportunity for your business to tap into the rapidly increasing Asian market.



WHAT IS THE RESOURCE CALENDAR BOOK?

Our annual Resource Calendar Book is a comprehensive, time-based, guide for international students. It's two editions of English and Chinese are published in August to accommodate the incoming and returning students to the campuses in Champaign-Urbana, IL, and West Lafayette, IN. The guidelines and contents feature crucial information for international students about the campus and the community.

Topics range from:

- Class preparation, school information, and the 2017-2018 academic calendar
- Transportation information
- Living tips
- Nightlife & Entertainment
- Much more!

RESOURCE CALENDAR FORMAT: 8.5" W X 5.5" H

- 12 months full academic calendar
- 26-28 pages of information and tips for college students
- Various options for advertisement sizes
- 2,000 copies are printed and distributed free of charge to the students in Champaign-Urbana, IL and West Lafayette, IN
- Separate English and Chinese versions
- A PDF version will be posted on our two websites on July 25, 2017

PUBLICATION SCHEDULE



■ Artwork Deadlines
 ■ Publication Dates
 ■ Calendar Resource Book

IMPORTANT ASIAN CAMPUS TRIBUNE PUBLICATION DATES (2017 - 2018)

ISSUE	FORMAT	PUB. DATE	ARTWORK DEADLINE
July	Paper	Sat, Jul. 1	Wed, Jun. 21
Calendar Resource Book	Calendar	Tues, Aug. 8	Mon, Jul. 10
August (Special)	Paper	Sat, Aug. 5	Wed, Jul. 26
September	Paper	Sat, Sept. 2	Wed, Aug. 23
October	Paper	Sat, Sept. 30	Wed, Sept. 20
November (Special)	Paper	Sat, Nov. 4	Wed, Oct. 25
December	Paper	Sat, Dec. 2	Wed, Nov. 22
January	Paper	Sat, Jan. 6	Wed, Dec. 27
February	Paper	Sat, Feb. 3	Wed, Jan. 24
March	Paper	Sat, Mar. 3	Wed, Feb. 21
April (Special)	Paper	Sat, Mar. 31	Wed, Mar 21
May	Paper	Sat, Apr. 28	Wed, Apr. 18
June	Paper	Sat, Jun. 2	Wed, May 23

PUBLICATION DATES SUBJECT TO CHANGE

JULY

Calendar Resource Book

Provide free updated guidelines in the form of desk calendar about the campuses.

+ Hottest restaurant, recreation events, things to do, apartment information, and much more!

+ Available online and distributed to over 120 key locations in U of Illinois and Purdue.

AD Close: July 10th, 2017

Distributed: August 8th, 2017

AUGUST

Welcome Back Edition

Available in print and online, and distributed at over 120 key locations in and around the University of Illinois and Purdue.

AD Close: July 26th, 2017

Distributed: August 5th, 2017

NOVEMBER

Housing Special Edition

Students seeking housing use these guidelines to select their new residence.

A full detailed checklist table is available in print and online.

AD Close: Oct. 25th, 2017

Distributed: November 4th, 2017

APRIL

Housing Last Minute Special

Last chance to get the vacancy filled while the students are still looking for a new place.

A full detailed checklist table is available in print and online.

AD Close: March 21st, 2018

Distributed: March 31st, 2018

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AsianCampusTribune.com

ChineseCampusTribune.com

