# **GAMPUS TRIBUNE**



GENUINE AND AUTHENTIC VOICE
TO THE ASIAN COMMUNITY



## 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

## 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 outles.

## 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.

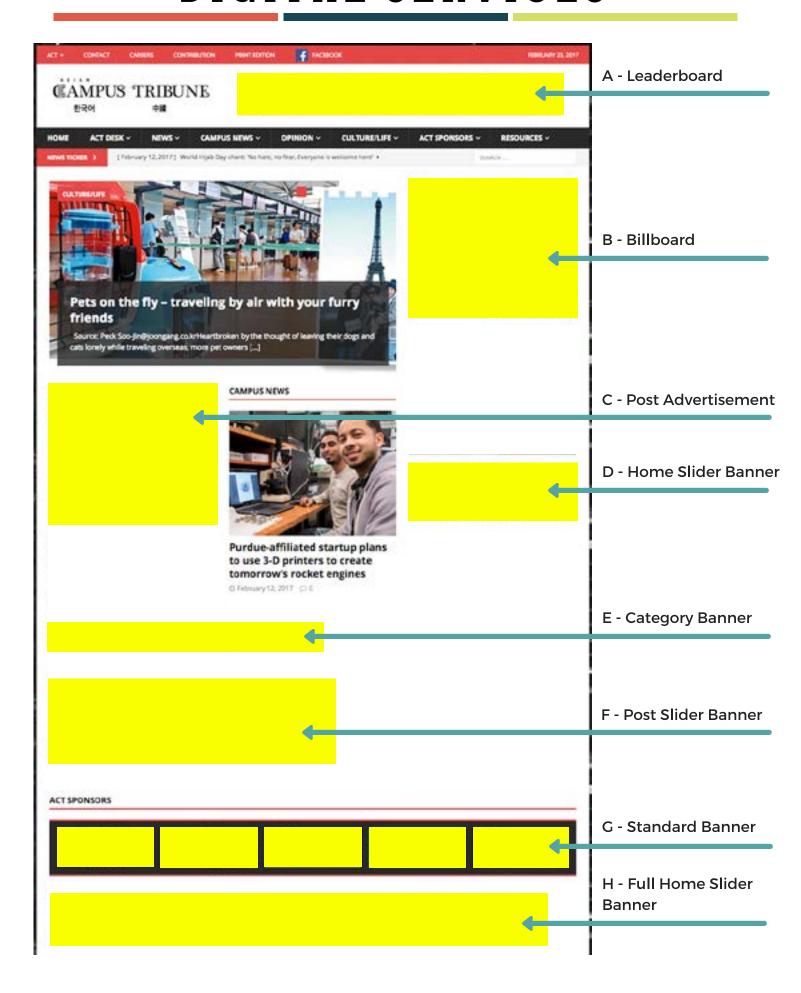
### SO, WHY ADVERTISE WITH US?

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



## DIGITAL AD SPECS



(A) Leaderboard  $627 \times 78$ 



(C) Post Advertisement 300 x 250





(G) Standard Banner 150 x 60



(B) Billboard 300 x 250



(D) Home Slider Banner 300 x 100



(F) Post Slider Banner 620 x 200



### 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!

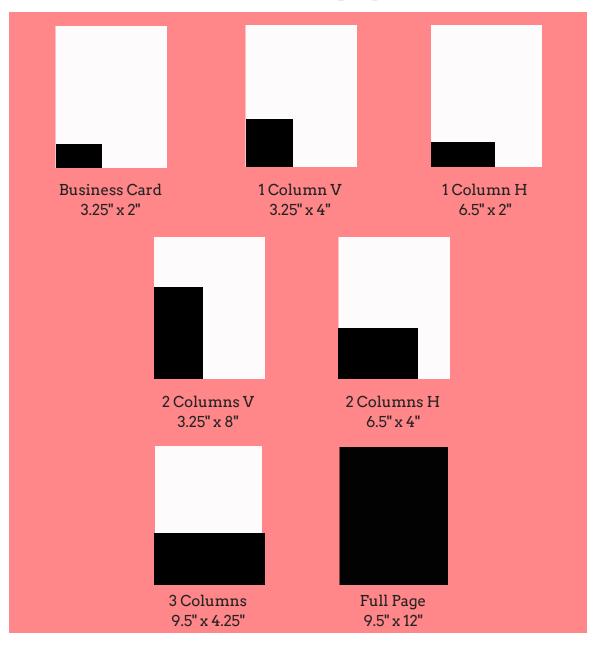
### ASIAN CAMPUS TRIBUNE FORMAT

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



## SPECIAL EDITIONS

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

Our print and online special editions are themespecific. 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

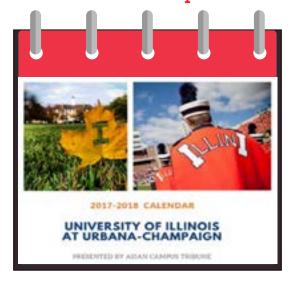
### April: Last Minute Housing

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**

3

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17 18 19 20 21 22 23

4

18 19 20

11 12 13 14

Sep 2017

Dec 2017

12 13

26

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Jun 2018

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Artwork Deadlines



Nov 2017						
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Feb 2018						
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27	28	29	30	31		

Publication Dates



Calendar Resource Book

11 12 13 14 15

25 26

19 20 21 22 23

## 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



### M 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



### A 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 **CONTACT: Joohyun Kang** 

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# **GAMPUS TRIBUNE**

AsianCampusTribune.com

Chinese Campus Tribune.com

