

ASIAN
CAMPUS TRIBUNE



GENUINE AND *AUTHENTIC* VOICE
TO THE ASIAN COMMUNITY



2018 - 2019 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

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Updated Aug. 2018

ASIAN CAMPUS TRIBUNE



For the last ten years, Asian Campus Tribune has been providing free published newspaper to the readers and to its communities. Each issue equips information, stories, and topics that entertain our audiences and expose our clients' business and brands to reach out to potential customers.

- Both print and digital editions are published 12 times a year
- Each issue is available in English and Chinese
- The publication is distributed to various locations in Champaign-Urbana and Greater Chicago

Our editorial team is committed to creating the best content, including campus news, student insights, culture, lifestyle and much more!

Custom social posts are crafted in an authentic voice inspiring the readers to communicate and share their thoughts. All sponsored content is circulated in our social media platforms, including Facebook and WeChat for greater reach.

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AUDIENCE & DIGITAL ADVERTISING

“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 34,000 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

ChineseCampusTribune.com



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.

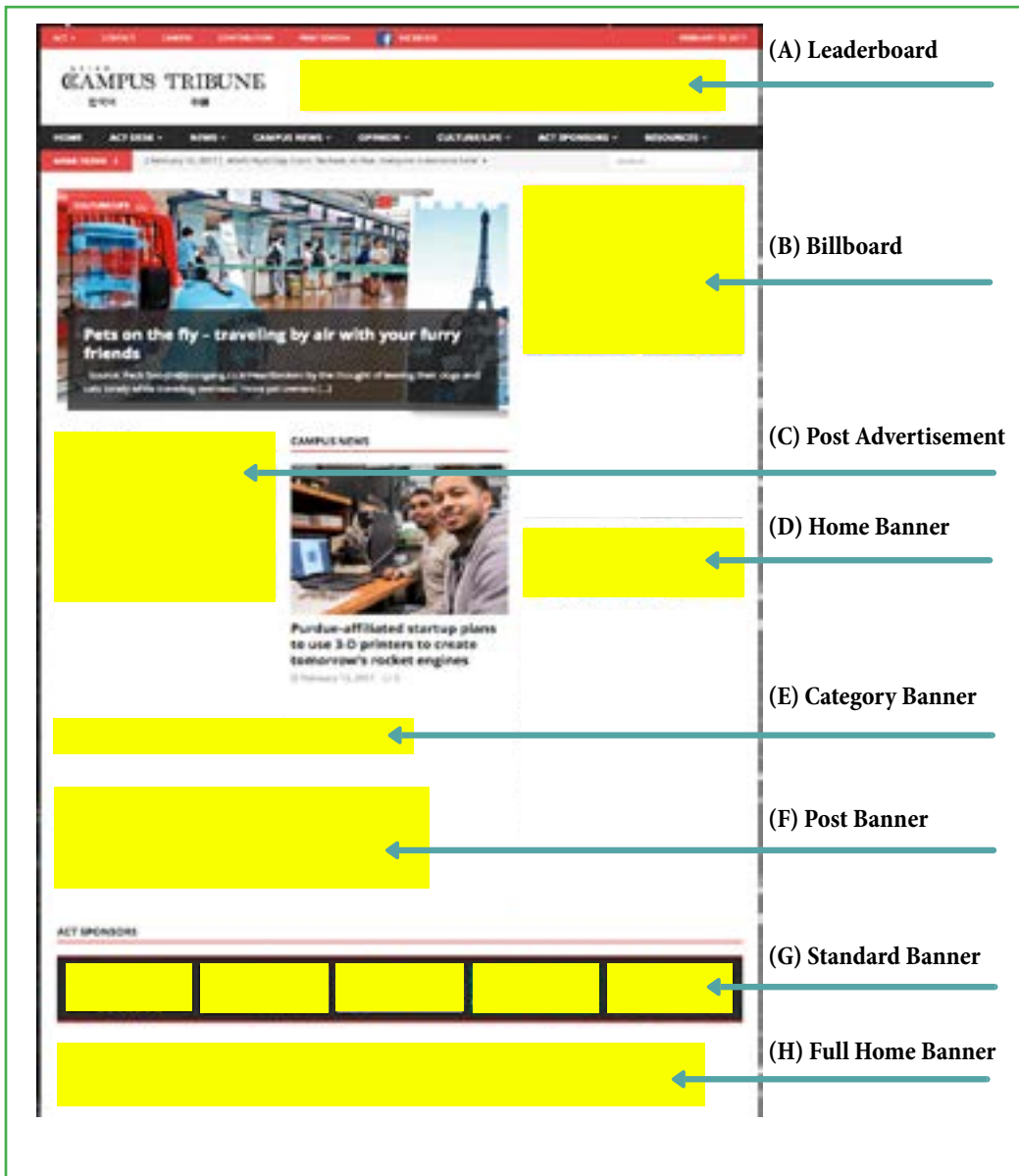
WeChat

With more than 1 billion monthly Chinese users on WeChat, it is a great way to connect using one of our AsianCampusTribune popular social media outlets.

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DIGITAL ADVERTISEMENT



- (A) Leaderboard:** Displays all pages (627 x 78)
- (B) Billboard:** Displays all pages (300 x 250)
- (C) Post Advertisement:** Displays all post pages (300 x 250)
- (D) Home Banner:** Displays homepage only (300 x 100)
- (E) Category Banner:** Displays all categories pages (605 x 40)
- (F) Post Banner:** Displays all post pages (620 x 200)
- (G) Standard Banner:** Displays homepage only (150 x 60)
- (H) Full Home Banner:** Displays homepage only (728 x 90)



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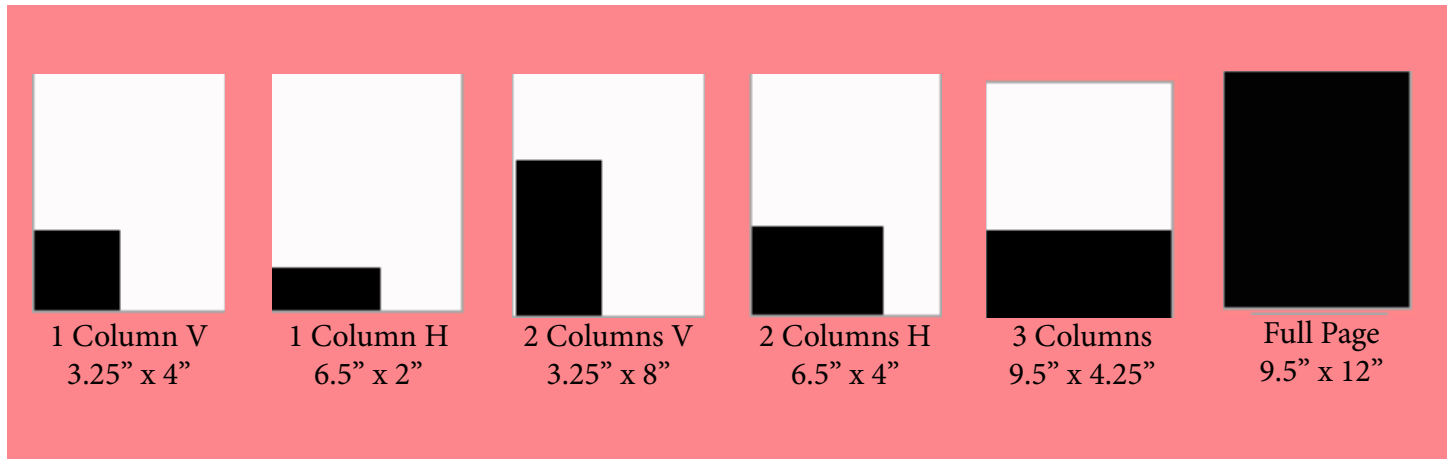
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PRINT ADVERTISEMENT

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

ASIAN CAMPUS TRIBUNE FORMAT :

32 - 40 Pages, 10.5" x 14" Finished Size, All Color Pages
English and Chinese versions are printed and distributed monthly



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PUBLICATION SCHEDULE

Sep 2018						
S	M	T	W	T	F	S
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2	3	4	5	6	7	8
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30						

Oct 2018						
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Nov 2018						
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Dec 2018						
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Jan 2019						
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Feb 2019						
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Apr 2019						
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May 2019						
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Jun 2019						
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Jul 2019						
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Aug 2019						
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25	26	27	28	29	30	31



Publication Dates



Office Closed



Artwork Deadline

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CONTACT: Joohyun Kang

Email: info@asiancampustribune.com

Phone: (217) 898-8592

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