



# Philadelphia News

[thePhilaNews.com](http://thePhilaNews.com)

## Media Kit

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Philadelphia, PA 19114

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Site: [www.thephilanews.com](http://www.thephilanews.com)

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# Russian Population

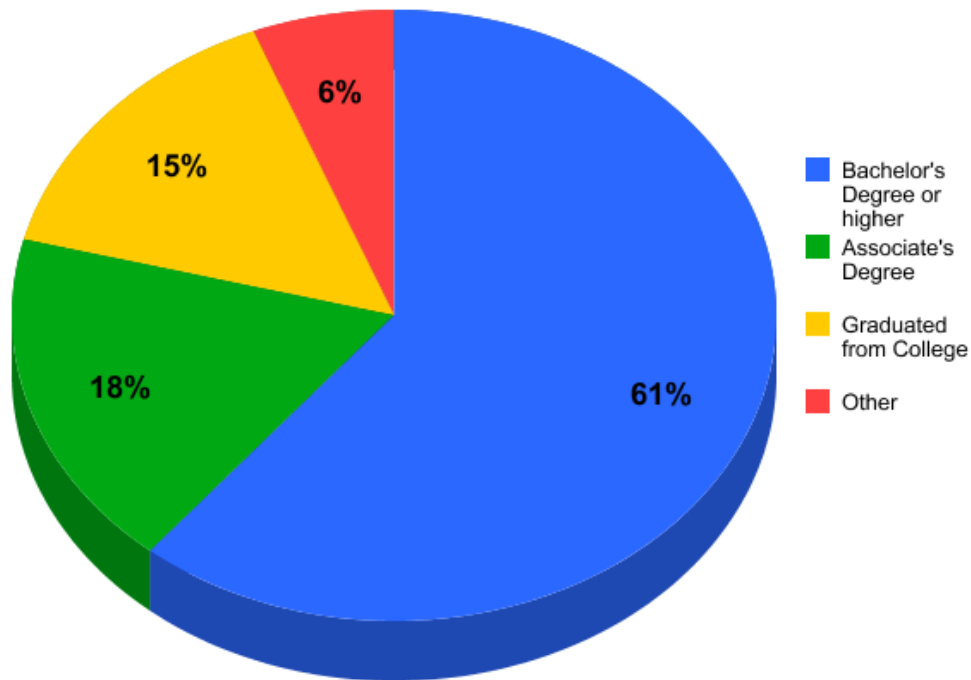
- Philadelphia Metro: 250,000 Russians  
(3<sup>rd</sup> Largest Ethnic Market in the Metro)
- Over 50% of the Russian-speaking population has an average income of over \$55,000
- Age:
  - <24 years old – 9%
  - 25-54 years old – 47%
  - >55 years old – 44%
- 64% of the community are married
- On average each family has 1.6 children



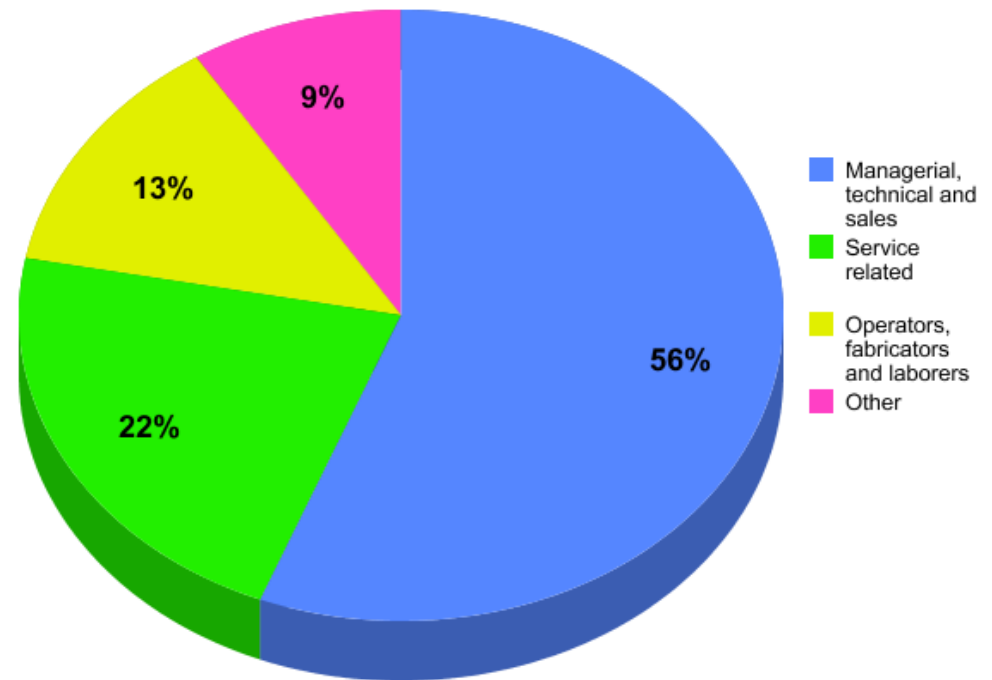


# Education & Occupation

Education



Occupation





# Website Advertisement

## **ThePhilaNews.com**

- Unique news in English and in Russian
- Monthly audience: more than 10000 unique visitors
- Audience is mostly from Philadelphia and greater Philadelphia area
- Daily publishing content
- Media advertisement (banners) & Business listing (The Phila Pages)





# The Phila Pages

Only \$25 per month

Personal page in English & Russian  
Description of your business  
Logotype and photos  
Contact info: phone, fax, website  
Address on Google Maps  
Moderated comments from clients

The Phila Pages listing appears on all pages of our website



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# Website Pricing (per impressions)

	Banner Type			
Impressions (thousand)	Top-Center (728x90)	Top-Right (300x250)	Bottom-Right (300x250)	Bottom-Center (728x90)
5 – 49	\$30	\$25	\$20	\$15
50 – 99	\$28	\$23	\$18	\$13
100+	\$25	\$20	\$15	\$10

\*Cost Per Thousand





# Website Pricing (per month)

Banner Type	Top-Center (728x90)	Top-Right (300x250)	Bottom-Right (300x250)	Bottom-Center (728x90)
Cost Per Month	\$150	\$120	\$90	\$60





# Advertisement Positions

The screenshot shows the Philadelphia News website with several advertisement positions highlighted by blue boxes and arrows:

- TOP-CENTER 728x90**: Located at the top of the page, above the main navigation.
- TOP-RIGHT 300x250**: Located in the top right corner, next to the weather widget.
- TOP-RIGHT BANNER (300x250)**: Located below the top-right banner, above the main content area.
- THE PHILA PAGES LINK**: Located in the top right area, near the weather widget.
- THE PHILA PAGES LISTING**: Located in the middle right area, below the weather widget.
- BOTTOM-CENTER BANNER (728x90)**: Located at the bottom center of the page.
- BOTTOM-RIGHT BANNER (300x250)**: Located in the bottom right corner, next to the bottom-center banner.

Random Company from The Phila Pages







# Newspaper Philadelphia News

- Russian language local weekly publication
- Number of Pages: 44-52 (first, last, 8 inside in full color)
- Circulation: 20,000 copies (the largest circulation among all Russian publications)
- Distribution Areas: Philadelphia County, Bucks County, Montgomery County, Cherry Hill New Jersey, Delaware County
- Free distribution
- Best graphic design among local Russian-language newspapers
- Over 15 years on the market





# Paper Pricing: Black&White

Full page (10x15.73 in)	\$500
S Page (10x7.82 in)	\$250
2/5 Page (10x6.27 in)	\$180
Quarter Page (4.92x7.82 in)	\$130
1/5 Page (4.92x6.27 in)	\$100
1/8 Page (4.92x3.86 in)	\$75
1/10 Page (4.92x3.07 in)	\$65
1/16 Page (2.38x3.86 in)	\$50
1/20 Page (2.38x3.07 in)	\$30





# Paper Pricing: Full Color

First Page ½	\$400
First Page ¼	\$210
Full Page in full color (Inside)	\$600
½ Page in full color (inside)	\$320
¼ Page in full color (inside)	\$170





# Paper Pricing: Discounts

4 Times (1Month) Advertising	10% OFF
12 Times (3 Month) Advertising	15% OFF
24 Times (6 Month) Advertising	20% OFF
48 Times (12 Month) Advertising	25% OFF





## Packages (Print + Website)

12 Times (3 months) Advertising in paper + 3 months of website ads	10% Off
24 Times (6 months) Advertising in paper + 6 months of website ads	15% Off
48 Times (12 months) Advertising in paper + 12 months of website ads	20% Off





# We Create Advertisement

- If you do not already have an advertisement template, we will create one for you for FREE
- We also translate your ad into Russian or English for FREE
- If you would like to purchase the custom ad from us to use in other publications it will cost between \$80-\$200 (depends on difficulty of advertisement)





# Thank You For Watching

Contact us:

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