

# Greater Houston Area 2021 Asian-American Media Resource Guide

with **Multi-lingual Translation & Marketing Services**  
Serving Houston, Pearland, Missouri City, Stafford and other local Texas municipalities

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**Indo American News**

**The Vietnam Post**



**VOICE OF ASIA**



## ONE-STOP ACCESS TO DIVERSE ASIAN MARKETS...

Butler/Wiseman offers commercial and political media buyers in Harris and Fort Bend Counties a convenient "one-invoice" service to access diverse audiences in our region. We facilitate the efficient purchase and placement of advertising, publicity and organizational branding in the media outlets / digital resources in this report.\*

*\*PLEASE NOTE...DUE TO COVID-19 VARIABLES PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.*

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# BUTLER WISEMAN

4107 Inkberry Valley Ln., Houston TX 77045 • [info@ButlerWiseman.com](mailto:info@ButlerWiseman.com)  
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[WWW.BUTLERWISEMAN.COM](http://WWW.BUTLERWISEMAN.COM)

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## Asian American Media Resource Guide

to Houston Area Asian Language Audiences



*"This is a top tier, influential market  
with affluent citizens that should not  
be ignored!"*

## Government and MUD Agencies: Are you in compliance with the law?

Need more information? Check these important Digital Resources:

**Department of Justice:** <https://www.justice.gov/crt/about-language-minority-voting-rights>

**US Census Bureau:** 2016 Determinations for Section 203 of the Voting Rights Act  
<https://www.census.gov/programs-surveys/decennial-census/about/voting-rights/voting-rights-determination-file.html>

**City of Houston's iSpeak Language Access Plan** for Spanish, Vietnamese, Chinese, Arabic & Urdu:  
<http://www.houstontx.gov/ispeakhouston/dlap/Planning.pdf>

**Limited English Proficiency Plan for the Harris County Community:**  
[https://www.google.com/url?  
sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwj82fbm5bjAhW-  
Ap0JHa3ABW4QFjAAegQIBRAC&url=https%3A%2F%2Fcsd.harriscountytexas.gov%2FDocu-  
ments%2FLimited\\_English\\_Proficiency\\_Plan\\_for\\_Harris\\_County\\_Community\\_Services\\_De-  
partment\\_revised\\_090914.pdf&usq=AOvVaw2iyPbbtWfgWdo-jrS8wnim](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=2ahUKEwj82fbm5bjAhW-Ap0JHa3ABW4QFjAAegQIBRAC&url=https%3A%2F%2Fcsd.harriscountytexas.gov%2FDocuments%2FLimited_English_Proficiency_Plan_for_Harris_County_Community_Services_Department_revised_090914.pdf&usq=AOvVaw2iyPbbtWfgWdo-jrS8wnim)

**Harris County Adds the Chinese Language to its Voting Materials:**  
[https://www.houstonpublicmedia.org/articles/news/2011/10/13/30496/harris-county-adds-  
chinese-language-to-voting-materials/](https://www.houstonpublicmedia.org/articles/news/2011/10/13/30496/harris-county-adds-chinese-language-to-voting-materials/)

For information on how we can help you play a part in sponsoring the greater Houston area's ethnically diverse organizations and events—please feel free to call/text me at 713-880-3733.

A stylized, handwritten signature in black ink, appearing to read 'Lorenza Phillips Butler, Jr.'.

**Lorenza Phillips Butler, Jr.**  
832-880-3733 | [lorenza\\_butler@yahoo.com](mailto:lorenza_butler@yahoo.com)

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## SOUTH ASIAN audiences...

There are over 50,000 Indian American and Pakistani American residents in Harris County, making up the second largest Asian ethnic group in Harris County; the largest Asian ethnic group in Fort Bend County and Montgomery County.

## Indo American News

English and Mandarin Language Weekly w/ Radio  
 Programming on **98.7 FM Masala Radio**

Indo American News is a weekly newspaper published in Houston, TX since 1982 serving the South Asian communities in Texas. Indo American News is the first and oldest South Asian publication in Texas. 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. All print ads must be submitted as .pdf camera ready. All web advertisements must be submitted as .jpg.png.gif. Production charges will apply for ads designed by Indo-American News.

### COLOR PRINT ADVERTISING

1/8 pg	\$200	4x2"
1/4 Page	\$350	5x6.5 or 10x3" strip
1/2 page	\$1000	10x6.5
Full	\$2000	10x13"

### BI-WEEKLY NEWSLETTER AD

Skyscraper	\$200/wk	120x600 pixels (1.25x6.25")
Banner	125/wk	600x90 pixels (6.25x.94")
Block Ad	\$75/wk	293x200 pixels (2.95x2.08")

### INTERNET ADVERTISING (98,000 VISITORS & 460,000 views/month)

Banner	400/month	950x175 pixels (9.9x1.82")
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### WEEKLY E-BLASTS (to 10,000+ registered subscribers on Fridays)

E-Blast	\$200 ea	2400x3300 pixels (25x34.38") (A4)
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### RADIO ADS on Indo-American News Radio

30 second	\$60/spot	20ads/month	\$800/month
On-Air Live Interview & Sponsorship			\$400/20minutes

Non-Profit Rates are 50% off the Listed Rates  
 Call for special political rates.



For more info, CALL / TEXT / EMAIL... PUBLISHER

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## THE INTERNATIONAL CONSULATE AUDIENCES...

The Houston / Missouri City area is the most diverse in the nation,  
 no other magazine targets the International Community at one time.



Every issue delivers a one-on-one, in-depth interview with one of the 94 Consul Generals who live and do business in Houston! We reach these affluent individuals, plus those in their orbit... and we do it in our unique, high quality, diplomatic style!

### General Advertising Rates

PRINT	1X	6X	12X
Inside Front Cover	\$2,750	\$2,250	\$1,750
Cover 3 (Pg. 3 Inside)	\$2,750	\$2,250	\$1,750
Outside Back Cover	\$2,750	\$2,250	\$1,750
Inside Full Page	\$1,750	\$1,500	\$1,250
1/2 Page	\$1,250	\$950	\$750
1/3 Page Banner	\$900	\$750	\$650

### PRINT SIZES

	Bleed Size	Live/Safety
Full Page	8.25x10.75"	7x9.5"
2-Pg. Spread	16.25x10.75"	15x10"
1/2 Pg. Horizontal	N/A	7x4.65"
1/3 Pg. Vertical	2.85x10.75"	2.25x9.5"

### DIGITAL ADS

Complimentary with Half Page Advertisers & Higher!		
Sidebar	300x300px	\$200
Top Leaderboard	728x90px	\$300
Bottom Leaderboard	728x90px	\$250

### DIMENSIONAL AD UNITS

Top Leaderboard	728x90px
Sidebar	300x300px
Bottom Leaderboard	728x90px



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## Korean audiences...

**The Korean-American population in Houston is vibrant and actively involved in their newspaper**  
 (The Korean Journal Houston was founded in 1982 and is the oldest Korean language publication in the area.  
 80% of businesses in the Korean community of Houston have a business partnership with the Korean Journal and more than 60,000 people access their website each month.



## Korean Journal-Houston

As the 1st Korean language newspaper in the greater Houston area, Korean Journal is a weekly publication covering Houston, Austin, San Antonio, Killeen Texas and some parts of Louisiana. Our local news, national, global news, and news from Korea, arts and entertainment coverage has also helped to establish our newspaper as Houston's Korean language publications leading weekly newspaper.

The circulation is distributed free every Friday morning with over 10,000 copies produce per week. Most are distributed in grocery stores, restaurant, entertainment spots and others with a 97% pick up rate. Each edition averages 160 sheets.



Ad Size	Full Color	Ad Size (W x H)
Cover Page	\$500	9.72" x 14.96"
1 Page	\$300	9.72" x 14.96" 6months@\$250/week
1 Page (B/W)	\$150	9.72" x 14.96" 6months@\$120/week
1/2 Page	\$200	9.72" x 7.56"
1/2 Page (B/W)	\$70	9.72" x 14.96" 6months@\$120/week
1/3 Page	\$70	9.72" x 5.12" (a lower column ad)
Front Pg Banner	\$70	1.85" x 1.26"
Online Ad	\$70	1.85" x 1.26"

Yellow Page/Classified Ads: \$50,\$80 or \$150/month depending on the contents of your ad. Contact us for more info.

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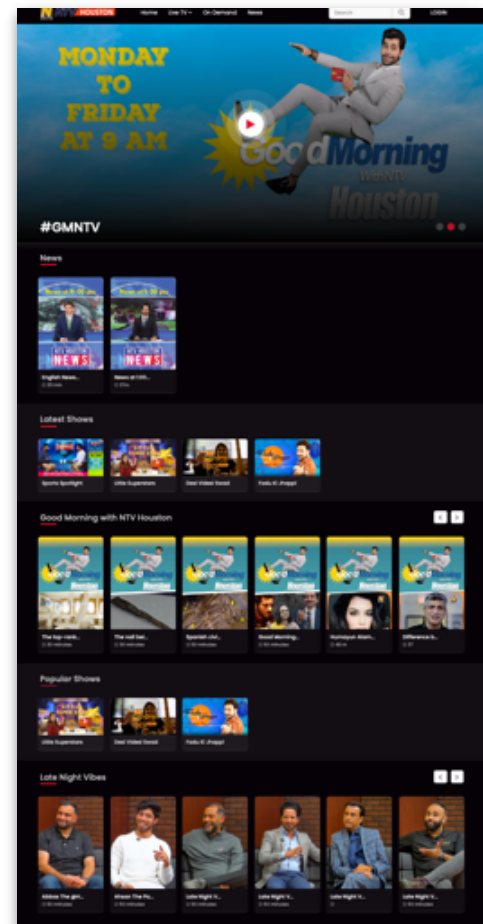


NTV Houston, a news station dedicated to covering breaking news stories out of India, Pakistan, and South Asia, is proud to announce their official company launch in Houston, Texas. NTV Houston is a news station designed to keep the South Asian population living in the United States updated with the latest Indian and Pakistani news. Since many people with ties to South Asia live in Houston and the surrounding area, this channel serves a vital need for people in the region. **Four local news shows**, feature Sophia Jamal and Usman Khalid reporting on current world news in our language. The show **Bollywood Masti Time** presented by Asma Jilani is also produced locally.

Day	Daypart	(:60)	(:30)
Mon -Fri	6AM-10AM	\$150.00	\$90.00
Mon -Fri	10PM- 7PM	\$125.00	\$75.00
Mon - Sun	7PM- 12AM	\$120.00	\$80.00
Saturday	6AM-7PM	\$100.00	\$80.00
Sunday	6AM-7PM	\$95.00	\$55.00
Mon - Sun	12AM-5AM	\$35.00	\$20.00

SPONSORSHIP OPPORTUNITIES	
Weekly	Monday-Friday
30 minutes	\$750(per show)
1 hour	\$1000(per show)
	Saturday
30 minutes	\$500(per show)
1 hour	\$750(per show)
	Sunday
30 minutes	\$500(per show)
1 hour	\$750(per show)

ONLINE RATES	
Advertise your product or services by connecting to A STAR TV online at Americanstartv.com,Roku,Apple TV,Apple IOS,Android,Amazon TV,Facebook,Instagram.	
TYPE	RATE
SPONSORSHIP	\$1000-\$1500
ROS BANNERS	\$350 A WEEK
TARGETED BANNERS	\$425 A WEEK
POLITICAL SPONSORSHIP	
\$125 PER 60 SEC	ROS 6AM-12AM MON-SUN
\$75 PER 30 SEC	ROS 6AM-12AM MON-SUN



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**SOUTHERN CHINESE NEWS GROUP'S**  
 Newspaper offers news in English and Mandarin to segmented audiences  
 in the Houston / Galveston / Missouri City Metroplex...



## Southern Chinese Daily News

### B/W Advertisement Rate Sheet (Short term)\_20170530

37 years history Chinese daily newspaper with content of local community news, international news, U.S. news, Texas news, China news, Taiwan news, Hong Kong news, entertainment, business, stock market, science, technology, culture, real estate, sports, medicine, arts, lifestyle, classified ads, etc.

We are the largest Chinese media group in the US, very popular and reputable among Chinese Community in Great Houston Area.

40 Unit	¼ page	\$600	10"X5.7"
80 Unit	½ page	\$1200	10"X11.5"
160 Unit	Full page	\$2400	20"X11.5"

- Great penetration rate in Houston Asian market
- Competitive advertising rate
- Positive Expectations
- Targeted Audience
- Reputation Building



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**SOUTHERN CHINESE NEWS TV**  
 Television station offers Mandarin and English programming  
 in the Houston / Galveston / Missouri City Metroplex...

**SPECIAL TV PACKAGE: for insertion of  
 :30 second commercials on STV KVVV-15.3:**

\$800 / MONTH	6 Spots per day	(1 prime time & 5 bonus)
\$1500 / MONTH	10 Spots per day	(2 prime time & 10 bonus)
\$2200 / MONTH	15 Spots per day	(3 prime time & 12 bonus)

**TERMS:**

Individual "Run-of-Station" (ROS) commercials:  
 \$96/ea + applicable production fees.

"Target-Audience-Plans" (TAP) w/ specific date & time insertions:  
 \$100/ea + applicable production fees.

**PRODUCTION FEES:** \$300 /month  
 ...or free with a qualifying 3 month contract.

**Sales Packages listed here require signed commitment** of a minimum one-month contract-- with a six month maximum allowed per agreement. Once finalized, the contract may not be terminated by the client. Otherwise, the television station has a right to bill the customer for the balance of all monies owed.

**Pre-Payments: Funds for the first month of the advertising contract** must be submitted at the same time as the signed contract. All subsequent month's advertising must be paid in advance.

**This special discounted service agreement is binding on all parties** and may not be combined with any other offer or concession. The television station reserves the right to refuse service, modify or terminate this package at any time. The individual signing the contact or purchase order warrants that (s)he signs as a duly authorized representative of the Client. This independent service contract is governed by the laws of Harris County Texas, USA and shall have venue there. Final contract can only be changed in writing, signed by both parties.



**美南國際衛視**

STV HOUSTON LLC.



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## Vietnamese audiences...

The Vietnamese-American population in Houston is the second

largest in the country (currently well over 500,000!) offering a strong consumer market with incredible growth.

The community is rapidly expanding and its business sector is booming. Houston's Vietnamese-American business sector is valued in the tens of millions and continues to experience intense growth.

## Thương Mai VIETNAM

As the 1st Vietnamese language newspaper in the U.S.A, Thuong Mai Vietnam is now the largest & the most popular Vietnamese newspaper in the region. It has currently total of 6-8 sections with 96-132 pages per issue, covering but not limited to the following variety topics: Current Events and News in the World, U.S.A. Asia and Vietnam; International and domestic Economy & Business; Finance & Investment; Education & Career, Product & Consumer, Entertainment & Sports; Science & Technology; Art & Literature; Health & Life Style; Beauty & Fashions, and many other special and hot topics.

### Advertising Rate

Size of Advertising		Rate (Per Issue)	
<b>Inside Page</b>			
1/4 Page	5" w x 6" h	<input type="checkbox"/> Black/White \$180	<input type="checkbox"/> Full Color \$270
1/3 Page	10" w x 3.5" h	<input type="checkbox"/> Black/White \$240	<input type="checkbox"/> Full Color \$360
1/2 Page	10" w x 6" h	<input type="checkbox"/> Black/White \$280	<input type="checkbox"/> Full Color \$420
Full Page	10" w x 12" h	<input type="checkbox"/> Black/White \$440	<input type="checkbox"/> Full Color \$660
<b>Back Cover</b>			
Full Page	10" w x 12" h	<input type="checkbox"/> Black/White \$480	<input type="checkbox"/> Full Color \$720
<b>Front Cover</b>			
Full Page	10" w x 10 1/2" h	<input type="checkbox"/> Black/White \$580	<input type="checkbox"/> Full Color \$870



**Thương Mai VIETNAM**

**Trang Nguyễn**

Chúng tôi tư vấn miễn phí cho các vị đến 65 tuổi và có thắc mắc về phần A, phần B, phần C, hoặc phần D, bao gồm các lợi ích và Thi giác, Thịch giác, Ràng và Bảo hiểm khẩn cấp trên toàn cầu, vui lòng gọi cho chúng tôi để đặt lịch hỗ trợ.  
Hạn chót ghi danh ngày **07 tháng 12, 2020**.

Hỗ trợ ghi danh Obamacare miễn phí, đến với chúng tôi các bạn sẽ được cung cấp thông tin đầy đủ, chính xác cho việc lựa chọn gói bảo hiểm tốt nhất cho mình và gia đình.  
Xin lưu ý hạn chót ghi danh là ngày **15 tháng 12, 2020**, vui lòng gọi cho chúng tôi để đặt lịch hỗ trợ sớm nhất.

Mọi thắc mắc xin gọi số **281-777-4287** để được hỗ trợ, chúng tôi làm việc cả thứ 7 và ngày Chứa nhật cho đến hết kỳ ghi danh.  
**Mobile: 281-777-4287**  
**Address: 5308 W. Sam Houston Pkwy S, Houston, TX 77072.**  
**(Cạnh Sun 'n' Club Wholesale - Khu chợ Việt Hoa)**  
**Email: thuytrang11@yahoo.com Website: www.ioneinsurance.com**

**Đừng dừng lại.**  
ĐEO KHẨU TRANG,  
HẠN CHẾ GIAO TIẾP.

**Đừng quên.**  
RỬA TAY,  
XÉT NGHIỆM.

HOUSTON HEALTH

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# NHẬT BÁO Việt Nam DAILY NEWS

Ad Size	Blk/Wh	Full Color	Ad Size (W x H)
1 Page	\$1800	\$2500	12.62" x 21"
1/2 page	\$1000	\$1500	12.62" x 10"50 or 10.50w x 12.625 h (Vertical)
1/3 page	\$900	\$1200	12.62" x 7.50"
1/4 page	\$850	\$1000	6.25" x 10.50"

Line Screen: 85

### Longterm discount contract only:

**25% Off...**(for 3 months or 26 issues), **40% Off...**(for 6 months or 52 issues)  
**60% Off...**(for 1 year or 104 issues), **75% Off...**(for 2 years or 208 issues)

We have papers distributed in all areas of the Vietnamese and Chinese business sector of the city of Houston and the greater Houston area.

We use broadsheet paper with a newsprint are of 13"x21" to maximize exposure for our clients.

Circulation: 20,000 copies with distribution in all areas of the Vietnamese and Chinese business sectors of the City of Houston and the Greater Houston area.

Publication Day: Wednesday with submission deadlines 2 working days prior to intended date of publication.

This is a **Broadsheet paper** with a newsprint are of 13"x21" to maximize exposure for our clients.

SF 2587 • Wednesday, December 16, 2020

Việt Nam Mới A3

### Đừng dừng lại. Đừng quên.

ĐEO KHẨU TRANG, HẠN CHẾ GIAO TIẾP, BỬA TAY, XE KHUẨN

Việt Nam Mới (VN) là một tờ báo tiếng Việt dành cho cộng đồng người Việt tại Houston và vùng lân cận. Chúng tôi cung cấp tin tức, văn hóa, kinh doanh và thể thao. Mọi chi tiết xin liên hệ: info@vietnammoi.com

### Cảm giác sau khi tiêm vaccine Covid-19

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### Niềm vui ngày Lễ đến với McDonald's trong lúc thực khách có thể thưởng thức các món khoái khẩu nhất của Ông Già Noel, The Grinch, v.v...

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## The Vietnam Post

THE VIETNAM POST is the 1st and the leading Vietnamese broadsheet newspaper in the region, with 48-72 pages in multiple sections.

Established: 1980. • Circulation: 38,000-42,000

Distribution: Greater Houston area and surrounding Cities & States, Major International Airlines flying to Vietnam, nationwide mail subscribers.

92% are placed in newsstands, 6-8% mailed to subscribers nationwide.

Price per copy: FREE.

Space reservation must be 8 days prior to publishing date.

### Vietnam Post Vietnamese Weekly...Black&White\*

Ad Size	Inside Pg	Back Cvr	Front Cvr	Dimensions (W x H)
3x3			\$63	3x3"
1/8 pg	\$137	\$168	\$189	5.75x5"
1/4 pg/Portrait	\$273	\$315	\$378	5.75x10.25"
1/4 pg/Horiz.	\$273	\$315	\$378	11.75x5"
1/3 pg	\$378	\$420	\$504	11.75x6.75"
1/2 pg	\$483	\$546	\$714	11.75x10.25"
Full pg	\$924	\$1029		11.75x20.75"
Full pg			\$1344	11.75x18.5"

\* add 50% for four color ads  
 \* Friday Insertion Dates



For more info, CALL / TEXT / EMAIL... PUBLISHER

**LORENZA P. BUTLER, JR.**  
 832-880-3733 | lorenza\_butler@yahoo.com



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 Lorenza Phillips Butler, Jr., Publisher Emeritus, Freedmens Publishing Company | 832-880-3733 | lorenza\_butler@yahoo.com  
 Kijana Wiseman-Fusilier, Principal, The Wiseman Company/MoShows.com | 832-800-4353 | butlerwiseman@gmail.com

## SOUTH ASIAN audiences...

There are over 50,000 Indian American and Pakistani American residents in Harris County, making up the second largest Asian ethnic group in Harris County; the largest Asian ethnic group in Fort Bend County and Montgomery County.

# VOICE OF ASIA

Weekly news in English. Digital format.  
 Hosted and e-blasted to subscribers

**LEADERBOARD: \$200**  
 728 x 90... (7.58 x .94")



**LARGE RECTANGLE: \$100**  
 336 x 280... (3.5 x 2.92")

Rotating Ads: \$20 (4 max)

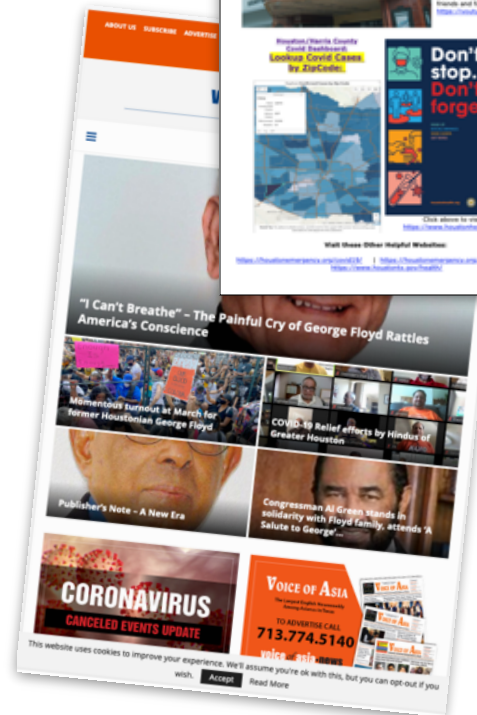


**HALF PAGE: \$150**  
 300 x 600... (3.13 x 6.25")



**WIDE SKYCRAPER: \$140**  
 160 x 600... (1.67 x 6.25")

Eblast ad of any size to  
 9,000+ subscribers: \$300



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## HOW MAY WE HELP YOU?

**Butler / Wiseman** has been the driving force behind promotion of many of the Houston area's diverse cultural, educational, non-profit and beneficial projects, programs and events, including, but not limited to...

- ▶ Black Heritage Society's "Original" Martin Luther King Parade
- ▶ Greater Houston Frontiers Club's MLK Memorial Breakfast
- ▶ International Trade Center's Annual Texas Lunar Festival
- ▶ The Greater Houston Procurement Monthly Breakfast
- ▶ The Houston Community College Black History Scholarship Gala
- ▶ YWCA of Houston's Outstanding Women's Legacy Luncheon
- ▶ International Trade Development Council's Annual Global Seven Awards
- ▶ Broken Chains Awareness Development's Juneteenth Scholarship Gala
- ▶ Houston Minority Supplier & Development Council Business EXPO
- ▶ TWEF's Annual International Financial and Leadership Summit
- ▶ S.H.A.P.E. Center's Elders Institute of Wisdom Youth Enrichment Programs
- ▶ The D-Mars Entrepreneur Awards
- ▶ Houston Livestock Show and Rodeo @ NRG Stadium
- ▶ Greater Houston Frontiers Club's Golf Tournament
- ▶ Political Campaign Consultation, Media Buys and Interview Placement

*And many more!*

For information on how we can help you play a part in any of the above events/organizations, please feel free to give me a call at 713-880-3733.



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<sup>Bt</sup> **Kijana Wiseman, M.Ed.** &

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