

**THE CU ASIAN TIMES** is a new name for the extended English edition of the **CU KOREAN TIMES**.

**THE CU ASIAN TIMES** will continue to deliver news, information and stories about Asian countries in cooperation with other newspapers and media organizations in Chicago and other neighboring cities as well as ones in Champaign-Urbana. We would like to act as a cultural bridge by spreading Asian cultures and information to the local community.

**CU ASIAN TIMES & CU KOREAN  
TIMES FORMAT**

- 12-16 pages; 11.5" x 12.5" finished size; minimum of 4pg color; 8 pg black & white
- Korean and English versions are printed and distributed concurrently every two weeks

**CU Asian Times** }

**Korean Times** }  
**CU 코리아 타임즈** }



IF DESIGN, CO.

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## CU Asian Times Advertising Rates

FORMAT	1 month 2 publications x2	3 month 6 publications x6	6 month 13 publications x13	1 year 26 publications x26	Add Korean Times
Business card size 3.5"x2"	B/W 1@ 60	B/W 1@ 54	B/W 1@ 48	B/W 1@ 39	B/W +10.00
	Color 1@ 75	Color 1@ 68	Color 1@ 60	Color 1@ 49	Color +12.00
1/8 page size 3.5"x4.5"	B/W 1@110	B/W 1@ 99	B/W 1@ 88	B/W 1@ 72	B/W +15.00
	Color 1@ 138	Color 1@ 124	Color 1@ 110	Color 1@ 90	Color +18.00
1/4 page size 4.5"x7" 7"x4.5"	B/W 1@ 190	B/W 1@ 171	B/W 1@ 152	B/W 1@ 129	B/W +20.00
	Color 1@ 238	Color 1@ 214	Color 1@ 190	Color 1@ 155	Color +24.00
Half page size 10.5"x5.5"	B/W 1@ 340	B/W 1@ 306	B/W 1@ 272	B/W 1@ 221	B/W +25.00
	Color 1@ 425	Color 1@ 382	Color 1@ 340	Color 1@ 276	Color +30.00
Full page size 10.5"x11"	B/W 1@ 600	B/W 1@ 540	B/W 1@ 480	B/W 1@ 390	B/W +30.00
	Color 1@ 750	Color 1@ 675	Color 1@ 600	Color 1@ 488	Color +36.00

## CU Korean Times Advertising Rates

FORMAT	1 month 2 publications x2	3 month 6 publications x6	6 month 13 publications x13	1 year 26 publications x26
Business card size 3.5"x2"	B/W 1@ 12	B/W 1@ 11	B/W 1@10	B/W 1@ 8
	Color 1@ 15	Color 1@ 14	Color 1@ 12	Color 1@ 10
1/8 page size 3.5"x4.5"	B/W 1@ 22	B/W 1@ 20	B/W 1@ 18	B/W 1@ 14
	Color 1@ 28	Color 1@ 25	Color 1@ 22	Color 1@ 18
1/4 page size 4.5"x7" 7"x4.5"	B/W 1@ 38	B/W 1@ 34	B/W 1@ 30	B/W 1@ 25
	Color 1@ 48	Color 1@ 43	Color 1@ 38	Color 1@ 31
Half page size 10.5"x5.5"	B/W 1@ 68	B/W 1@ 61	B/W 1@ 54	B/W 1@ 44
	Color 1@ 85	Color 1@ 77	Color 1@ 68	Color 1@ 55
Full page size 10.5"x11"	B/W 1@ 120	B/W 1@ 108	B/W 1@ 96	B/W 1@ 78
	Color 1@ 150	Color 1@ 135	Color 1@ 120	Color 1@ 98

## CU Asian Times & CU Korean Times Directory Advertising Rates

CU Asian Times: 300.00 for 1 year (26 publications) Add CU Korean times: + 100.00

CU Korean Times: 120.00 for 1 year (26 publications)

Publication Date				Deadline Date			
October 2009	2	16	30	October 2009	Sep. 25	9	23
November 2009	13		27	November 2009	6		20
December 2009	11		25	December 2009	4		18
January 2010	8		22	January	1		15
February	5		19	February	Jan. 29		12
March	5		19	March	Feb. 26		12
April	2	16	30	April	Mar. 26	9	23
May	14		28	May	7		21
June	11		25	June	4		18
July	9		23	July	2		16
August	6		20	August	July 30		13
September	3		17	September	Aug. 27		10
October	1	15	29	October	Sep. 24	8	22
November	12		26	November	5		19
December	10		24	December	3		17