

LORENZA PHILLIPS BUTLER, JR., PUBLISHER | 832-880-3733 | LORENZA\_BUTLER@YAHOO.COM  
 KIJANA WISEMAN-FUSILIER, M.ED., OWNER, THE WISEMAN COMPANY/MOSHOWS.COM | 713-446-7413  
 c/o 4107 INKBERRY VALLEY LN., HOUSTON TX 77045 • INFO@BUTLERWISEMAN.COM • BUTLERWISEMAN@GMAIL.COM

Media Buy Budget Planning Stats:

## 2021 Houston Area Asian Media:

### E-blasts, 1/4, 1/2 and Full Page Color Ad Rates

**Budget: TO BE DETERMINED. Each input below is set to a single buy**

Please see the chart below as you plan to budget for promotional support and community outreach to the **Indian, Chinese, Vietnamese and Korean communities** of Houston/Pearland, Clear Lake and Missouri City.

*Butler Wiseman has a proven track record for one-stop / one invoice access to the placement and monitoring of the following media outlets...*

Asian Media	Type	Language (& Translation Fee*)	Run Date(s)	Circ.	1/4 Page Color (& 1/3 page Color)	1/2 Page Color	Full Page Color
Voice of Asia News (Indian/Pakistani) <a href="https://www.indoamerican-news.com/">https://www.indoamerican-news.com/</a>	E-blast	English	Weekly Wed	9K	N/A	4w x 6”h \$400 weekly \$1200 for 1 month	4w x 6”h \$1200 1 mth buy includes webAd
Indo-American eNews <a href="http://www.indoamerican-news.com/">http://www.indoamerican-news.com/</a>	E-blast	English (\$100.00)	Weekly Flexible	10K	N/A	2400 x 3300 pixels \$300	A4 , (8w x 12”h) \$300
Indo-American News (Indian/ Pakistani) <a href="http://www.indoamerican-news.com/">http://www.indoamerican-news.com/</a>	Print	English & Hindi (\$100.00)	Weekly Thur	9.8K	5w x 6.5” hor 10w x 3”h strip \$440	10w x 6.5”h \$1250	10w x 13”h \$2500
International Focus Magazine <a href="https://ifimagazine.net">https://ifimagazine.net</a>	Print Glossy	English	Monthly	2.5K	(1/3 Page) 2.85”w x 10.75”h \$1,125	7w x 4.65”h 1565	8.25w x 10.75” h with bleed \$3450
Korean Journal-Houston <a href="https://houston.kjhou.com">https://houston.kjhou.com</a>	Print	Korean (FREE)	Weekly Fri	10K	(1/3 Page) 9.72” x 5.12” \$175	9.72w x 7.56”h \$250	9.72x14.96” \$375
Thuong Mai Vietnam <a href="https://thvietnampost.com">https://thvietnampost.com</a>	Print	Vietnamese (\$150-\$300)	2x/Week Wed & Sat	42K	5w x 6”h \$350	10w x 6”h \$525	10w x 12”h Inside: \$825 Back Cover: \$900
Vietnam Moi	Print	Vietnamese (\$150.00)	Weekly Wed	22K	6.25w x 10.5”h \$1250	12.62w x 10.5”h or 10.5w x 12.62”h \$1800	12.62” x 21” \$2250
The VietNam Post <a href="https://thvietnampost.com">https://thvietnampost.com</a>	Print	Vietnamese (\$150-\$300)	Weekly Fri	38K	5.75w x 10.25”h or 11.75w x 5”h \$662	11.75 x 10.25 \$937.50	11.75 x 20.25 \$2520
Southern Daily News <a href="https://scdaily.com/">https://scdaily.com/</a> #spotlight_0	Print	Chinese (\$300-\$1200)	Daily	20K	11.2w x 5”h \$750	11.2 x 10.1” \$1500	11.2 x 20.5” \$3000

*\*NOTE: Depending on the size of the ad and over-all campaign budget, some translation fees listed may be waived.*

If you have questions regarding detailed specifics of any of the above, please do not hesitate to let us know at [info@butlerwiseman.com](mailto:info@butlerwiseman.com).



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