



**Amerika Woche**

is the oldest and largest

*German-American newspaper*

in the United States.

Print & Online.

## PRODUCTION SPECIFICATIONS

Amerika Woche is published every other Monday and printed CMYK. Advertising should be submitted as CMYK PDF formatted file with embedded fonts.

Spot colors are available for an additional fee.

300 DPI minimum, 600 DPI is recommended for best reproduction quality.

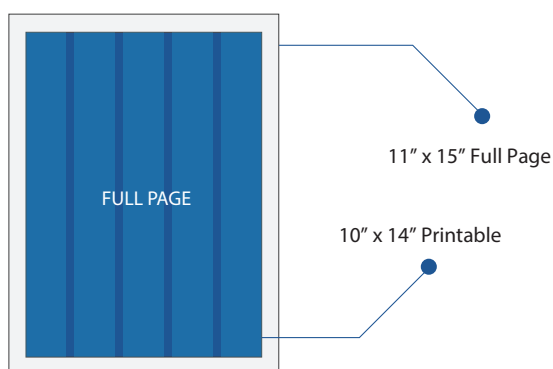


### COLOR

CMYK is available.

Additional cost for full-color is \$395.00 per insertion.

## PAGE SIZE



Amerika Woche is printed on newprint, tabloid style.

Our full page size is 11" x 15" with 10" x 14" of printable space. Our pages have 5 columns, each measuring 2" wide. Each page allows for 70 column inches.

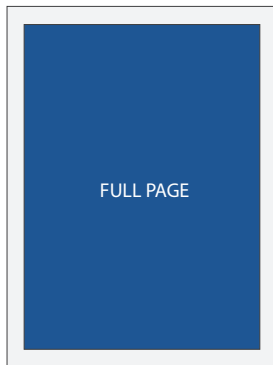
Our rate is NET \$75.00 per column inch and is subject to discount based on volume on contract.

## DISCOUNTS

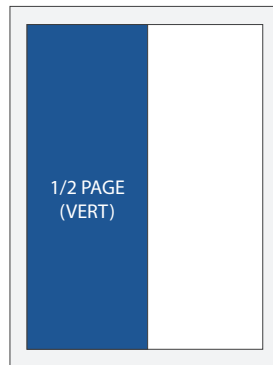
Amerika Woche offers contract discounts for advertisers who wish to run in multiple issues over a set period of time. We offer between 10-40 percent discounts off published rates depending on size of contract. Your Sales Specialist will be happy to put together a media flight based on your budget and marketing goals.

## AD SIZES/RATES

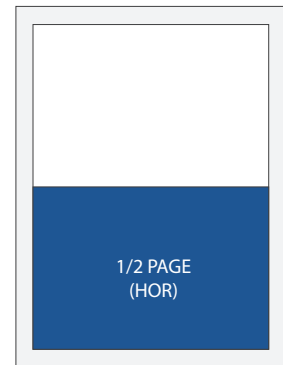
NAME	SIZE	NET PRICE
Full Page	10" x 14"	\$2895.00
1/2 Page	5" x 14" or 10" x 7"	\$1895.00
1/4 Page	5" x 7"	\$1295.00
1/8 Page	5" x 3.5"	\$695.00
Business Card	3-1/2" x 2"	\$295.00



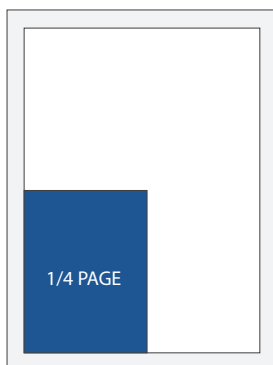
FULL PAGE  
10"(W) x 14"(H)



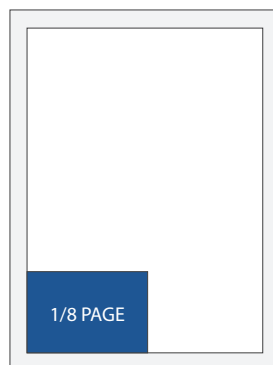
1/2 PAGE (VERTICAL)  
5"(W) x 14"(H)



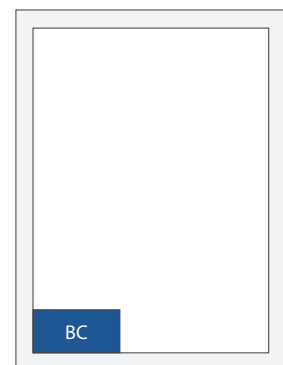
1/2 PAGE (HORIZONTAL)  
10"(W) x 7"(H)



1/4 PAGE  
5"(W) x 7"(H)



1/4 PAGE  
5"(W) x 3.5"(H)



BUSINESS CARD  
3-1/2"(W) x 2"(H)

## WEB ADVERTISING SPECIFICATIONS/RATES

In addition to our traditional print advertising we offer banner ads on our website. Amerikawoche.com gets 28,500 unique visitors per month.

### PREMIUM OVERSIZED AD

3-month minimum placement for \$195 per month.

Size: 630 pixels wide x 90 pixels high.

Revolves on the Center of our Home Page and throughout the site. This is our largest web real estate.

### SMALL HOMEPAGE AD

3-month minimum placement for \$125 per month.

Size: 190 pixels wide x 60 pixels high.

Revolves on the bottom center of our home page.



### TOP FLAG BANNER AD

3-month minimum placement for \$295 per month.

Size: 250 pixels wide x 90 pixels high.

Revolves at top of home page & throughout site, on the Top Right hand corner.

### SMALL RIGHT HAND ADS

3-month minimum placement for \$125 per month.

Size: 125 pixels wide x TBD.

Revolves on the right hand panel throughout the site.

All ads must be submitted to the exact pixel dimensions required. (JPEG format, 72 dpi, RGB color.)

## PRODUCTION CONTACT

Please reach out to your Advertising Sales Specialist or call our production department at 516.771.3181.

# AMERIKA WOCHÉ®

The oldest and largest German-American newspaper in the United States.

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ONA Publishing Corp.  
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 [www.amerikawoche.com](http://www.amerikawoche.com)