

BEIRUT TIMES

- The True Voice of the Lebanese and the Arab Americans
- Founded in 1985 by Michael Absi, the Los Angeles based Beirut Times newspaper has served the informational and social press needs unique to the Arab Americans. It provides a forum by which their voices can be heard. The Beirut Times is a picture of everyday life in the Arab American community. It includes related happenings and personalities that are crowded out of the more impersonal U.S. press. It is the only bi-lingual English and Arabic newspaper that is published weekly in the U.S. and distributed nationally.
- In recognition for professional journalistic integrity and meritorious public service, the Beirut Times and the Editor-in-Chief, Mr. Michael Absi, have been the recipient of the following esteemed awards:
 - 1987 Certificate of Merit, from the City of Los Angeles by 4th District Councilman, John Ferraro.
 - 1987 and 1989 Certificates of Merit, from the Arab American Press Guild.
 - 1989 Certificate of Merit, from the University of California Lebanese Cultural Club.
 - 1989 Commemorative Resolution, from the City of Los Angeles by 8th District Councilman, Robert Farrell, and the State of California.
 - 1990 Certificate of Congratulations for Excellence in Journalism, by Mayor Tom Bradley and the City of Los Angeles.
 - 1991 Congratulatory Certificate, from the City of Los Angeles and the State of California by Councilman, Robert Farrell.
 - 1991 Certificate of Congratulations, from the City of Los Angeles, by Mayor Tom Bradley.
 - 1991 Certificate of Merit, from 8th District Councilman, Robert Farrell.
 - 1992 Proclamation on Behalf of the City of Azusa, California by Mayor Eugene Moses.
 - 1993 Plaque from the Lebanese Army Commander General Emile Lahoud commending the Editor-in-Chief Mr. Michael Absi for his efforts in the service of Lebanon.
 - 1993 Certificate of Recognition, from Azusa Mayor Eugene F. Moses to Editor-in-Chief Michael Absi for dedicated service to the community.
 - 1993 Plaque from the Lebanese community of Boston commending Editor-in-Chief Mr. Michael Absi for his efforts in the service of Lebanon.
 - 1995 Resolution from the Los Angeles City Council introduced by Councilwoman Jackie Goldberg, congratulating the Beirut Times for its quality of content and meritorious public service for 11 years.
 - 1995 Certificate of Congratulations, from Los Angeles Mayor Richard J. Riordan.
 - 1995 Certificate of Recognition, from the California Legislature Assembly signed by Willie L. Brown, Jr., Speaker of the Assembly, for meeting the communications needs of the Arab American community for 11 years.
 - 1995 Certificate of Recognition, from the City of Glendora, California.
 - 1995 Resolution from the San Dimas City Council commending Editor-in-Chief Michael Absi for his commitment and service to the Arab American community over the past 11 years.
 - 1997 Resolution from the Board of Supervisors of the County of Los Angeles congratulating the Beirut Times for its quality of content and meritorious public services.
 - 1997 The Beirut Times and Mr. Michael Absi received the highest reward among outstanding corporate executives from Who's Who publication.
 - 2003 Resolution from the Los Angeles City Council and the mayor James Hahn introduced by Councilman Dennis Zein, congratulating the Beirut Times for its quality of content and meritorious public service for 19 years.

الإعلان فن وثقافة

- تطور الإعلان في الزمن الحديث تطوراً أدخله ميدان الفنون الجميلة الراقية كالرسم والنحت والتصوير وغيرها. كما برزت في حقله أسماء سلطمت وأتت بأعمال «زاهرة» بالإبداع فجذبت الأنظار وحققَت نجاحات عالية ومثمرة.
- ومؤسسة «بيروت تايمز» الإعلامية حرصاً منها على مجاراة مسيرة التطور العالمي في هذا الفن، أنشأت إدارة خاصة تعنى بدراسة الإعلان من مختلف الوجوه الجمالية والفنية، بحيث تجري تلك الدائرة دراسات معمقة حول شكل الإعلان ونصه وموقعه، حتى يأتي بالنتائج والفوائد التي يتوخاها المعلن.
- كما أنشأت مؤسسة «بيروت تايمز» دائرة خاصة بالطباعة والإعلانات على اختلاف أنواعها وقياساتها وأشكالها، وتقوم أيضاً بتغطية جميع مؤتمرات المؤسسات والجمعيات الثقافية والسياسية والحفلات الفنية والاجتماعية من أفراح ومناسبات عائلية وأخبار الولادة والوفيات وغيرها من المناسبات مع الصور الفوتوغرافية.
- كما أن مؤسسة «بيروت تايمز» أنشأت داراً للنشر تعنى بطباعة الكتب وتوزيعها. إلى جانب هذا كله، فإن لدى مؤسسة «بيروت تايمز» اختصاصيون وخبراء في الترجمة القانونية من اللغة الإنكليزية إلى العربية وبالعكس، وفي كتابة الوكالات الخاصة والعامّة، والوصيات. وتقوم بطباعة كل ما يحتاج إليه زبائننا من كتب ومطبوعات بأحدث الطرق الفنية وخاصة الطباعة الملونة.
- تحرص مؤسسة «بيروت تايمز» دائماً على موافاة قرائها بأحدث الأخبار العربية والعالمية التي تصل إليها فوراً من مواقع الأحداث بواسطة مندوبيها المتواجدين في عدد من البلدان العربية والعالمية. وتشر الآراء والتحقيقات والدراسات التي يكتبها ويحررها عدد من كبار الخبراء في الشؤون السياسية والاقتصادية والعلمية من ذوي الأقاليم الحرة والجريئة. مما جعل «بيروت تايمز» بحق، صحيفة على المستوى العالمي. بالإضافة إلى ذلك، فهي تنشر أسبوعياً، أخباراً مصورة عن مختلف نشاطات الجالية اللبنانية والعربية في الولايات المتحدة.
- تحرص «بيروت تايمز» على إرسال أعدادها إلى القراء بواسطة بريد الدرجة الأولى لتصل إليهم بسرعة. كل هذه الجهود تبذل لتبقى «بيروت تايمز» أنيقة جذابة وذات فائدة كبيرة، ولتحافظ على المبادئ التي اعتنقتها منذ أن أبصرت النور عام 1985، وهذه المبادئ هي: الموقف الحر، والمستقل والجريء.



ADVERTISING RATE CARD



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THE BEIRUT TIMES MORE THAN A NEWSPAPER

■ Established in 1985, the largest and official newspaper of the Lebanese and the Arab Americans in the United States, but it is also a source of unity for the extensively dispersed community in this part of the world. This weekly has been actively serving the needs of the Lebanese and the Arab Americans in many areas

through its new, feature stories, editorials, reports, commentaries, and analyses of both local and international nature covering a wide range of social, cultural, political, economical and scientific aspects of human activities, including sports and arts.

VERSATILITY AND FLEXIBILITY OF CONTENTS

■ In substance, as well as in magnitude of the issues it covers, the Beirut Times can confidently claim to be the most reliable English and Arabic newspaper in America with its widely national and international distribution. It is, in fact a regional and international forum where a variety of opinions relating to the Arab nation, along with opposing viewpoints, are openly discussed with virtually very limited reservation, thanks to the freedom of the press contained

in the Constitution of the United States of America. What makes the Beirut Times unique among all English-Arabic newspapers is its versatility and flexibility. Whilst strictly abiding by the laws of the land and safeguarding the basic interests and principles of the United States of America, the editorial office sees to it that all issues, especially those of controversial nature, are handled without bias or prejudice.

READERS' FEEDBACK AND SOCIAL INTERACTIONS

■ Keenly aware of the interests of the readers, most of whom emigrants from Middle Eastern countries, expressed by them through various means of communication, including telephone calls, e-mail messages, and letters, the Public Relations Department of the Beirut Times has made genuine efforts toward optimum utilization of the feedbacks in the form of criticism

and suggestions received constantly from the readers. Such social interaction has enabled the newspaper management to enormously enhance its knowledge of the readers' needs and, in coordination with its editorial staff, it has been able to gear the journalistic work to these needs by developing new sociological approaches that serve them in the best possible way.

INFORMATION SOURCE FOR THE LEBANESE AND THE ARAB AMERICAN COMMUNITY

■ The Beirut Times is a reliable source of valuable information for the Lebanese and the Arab American community members, about the events and developments that take place every now and then in the United States and other parts of the world, including the Arab countries. This is especially true with immigration laws, traffic rules and other laws and regulations that are in constant

change in the United States. There is a lot of coverage about Lebanese and Arab American Organizations, their social and political gatherings. Therefore, unlike many other newspapers, there is an intimate relationship between the paper and its Arab readers, including other ethnic groups, such as Armenians, who have emigrated from various Arab countries in the Middle East.

ADVERTISING AS EFFECTIVE TOOL FOR SUCCESS

■ The services offered by the advertising section of the Beirut Times are yet another golden opportunity for those ambitious American businessmen who want to have easy access to the multimillion dollar Arab American markets. Our graphic artists can create attractive and layouts with customized artwork and calligraphy available in both Arabic and English languages upon request. Our advertising staff is specialized in this line of business, and is capable of providing ideas and the appropriate advice to

the clients as to the space that sells best for their commodities and/or services, including planning the overall design, typography, and graphic illustration. Besides, our copyrighting experts can assist the advertiser in writing brilliant, easy-to-read texts that enhance the impact of the content. This is handled in a manner that is consistent or in conformity with the standard values and norms of the Arab people.

COMPETITIVE ADVERTISING RATES

■ You can depend on the Beirut Times to market your products and/or services. It is widely read by various agencies, buyers and other individuals and companies in the United States. You are given a number of options with regard to the advertising rate that work for you.
■ Our advertising rates are sharply competitive compared to those of the mass media. This affords any retailer to the best

opportunity to resort to cost-effective investment. On the other hand, the international advertisers can target the Lebanese and the Arab American community through the Beirut Times.

■ All you have to do is to call us to work out an advertising plan for your products and/or services that serves you best.
■ Advertise for as low as \$35 and receive a complementary copy of the Beirut Times. (Limited-time offer)

MECHANICAL REQUIREMENTS

■ Page size: 11" x 17". • Column width: 10 1/2 picas (1.75" Inches).
■ Number of columns: 5, (1 1/2 pica, 0.15" Inches) interspace.
■ High tone material, 85% or 100% line screen used.

■ Camera-ready artwork, Originals or Slicks accepted. Must be received by Monday, prior to publishing date.

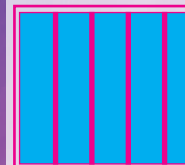
SPECIAL SERVICES

■ Translation & Typesetting: (all languages) to and from Arabic.
■ Art Department: Artists provide you with creative artwork at a minimum charges.
■ Reprints: For a nominal fee, the Beirut Times will reprint any article or advertisement with a quotation of your company's name for your current and potential customers. With this service, you can direct your message to your target market.
■ Announcement: Weddings, Engagements, Anniversaries and

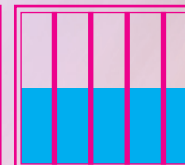
Private Party (Photography and Writing). For information and rates call 1-626-844-7777 or send an e-mail to: ADV@beiruttimes.com.

■ More Advertising: The Beirut Times Publishing Company can serve your Advertising, Printing and Mailing needs for distribution anywhere in the United States. We also provide multi-media advertising through other Publications, Radio, Television and the Worldwide Web.

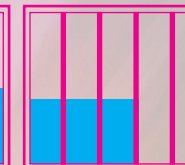
ADVERTISING RATES



A & B (9.75 x 15 inches)



C (9.75 x 7 inches)



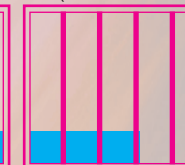
D (5.75 x 6 inches)



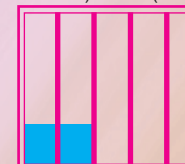
E (3.75 x 6 inches)



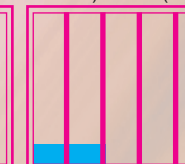
F (9.75 x 3 inches)



G (5.75 x 3 inches)



H (3.75 x 4 inches)



I & J (3.75 x 1.50 inches)

Frequency Discounts

20%

25%

Width x Depth	1 - 8 *	9 - 16 *	17 - 26 *
A (Back Page)**	\$2000.00	\$1600.00	\$1500.00
B (9.75x15 Inches)	\$1500.00	\$1200.00	\$1125.00
C (9.75x7 Inches)	\$800.00	\$640.00	\$600.00
D (5.75x6 Inches)	\$500.00	\$400.00	\$375.00
E (3.75x5 Inches)	\$300.00	\$240.00	\$225.00
F (9.75x3 Inches)	\$500.00	\$400.00	\$375.00
G (5.75x3 Inches)	\$300.00	\$240.00	\$225.00
H (3.75x4 Inches)	\$200.00	\$160.00	\$150.00
I (3.75x2 Inches)	\$125.00	\$100.00	\$93.75
J (Front Page)*		\$150.00	

* B/W - Prices are per issue.

** Front, Middle & Back Page will receive FREE Color.

- Custom size's also available.
- Color: Additional 25% for each color.
- Full Color Available.

CLASSIFIED ADVERTISING

- Size is: 1 x 1.75 Inch.
- \$35 per line minimum.
- Five words per line.
- Payment by check or credit card must accompany any order.
- We accept: VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER CARD.
- Accepted on line basis.
- 15 words minimum.
- \$5 per each additional line.

■ If you wish to become a member of the family or would like more information, please call us any time:

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Email: info@beiruttimes.com

www.beiruttimes.com



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