



**ADVERTISING
IN
THE LOTUS**

The oldest Indian community Newspaper in USA and the only non-profit Indian Community newspaper in Cleveland, Ohio. The newspaper goes to approx. 2000 households and businesses by direct mailing by US post office and goes to 7000 email boxes. In addition we distribute stacks to libraries, grocery stores, museums and other cultural institution which show interest in South Asian Indian ethnic cultural.

Monthly (Less than 12 months)	Yearly (12 months consecutive)	Maximus Ad Size WXHt
\$20	\$180	1 col wide 2”X1”
\$50	\$450	one sixteenth 4.5”X2”
\$80	\$720	one eighth 4.5”X3.5
\$120	\$1200	qaurter page 5”X6”
\$200	\$2100	half page 10”X6”
\$350	\$3600	one page 10”X13”

Ad must be received by Lotus Editor in Print ready high resolution format (jpg or similar) by the 20th of the month, for publication in the following month’s issue. Lotus will try its best to have the following months issue distributed by the first week of the month for which the issue is dated (e.g. Ad for May 2015 issue of Lotus must be received by the 20th of April 2015.)

We will work the advertisers to have their Ad print ready. Ads that are not print ready (size, resolution) will result in blurry images for which we will not be responsible. Advertisers will be charged a one time \$50.00 fee for Ads that need significant amount of work by Lotus in order to get it print ready.

Email lotus@ficacleveland.org or current editor with questions and requests for publishing Ads. Your Ad will be published only after our Editorial board has approved it for publishing.

Please email to lotus@ficacleveland.org with following info and electronic copy of your Ad:

Your name,

Company:

Size of your Ad:

Number of months Ad will run:

Total cost to you: (20%discount for not-for-profits):.....

Check number: (Make checks payable to FICAcleveland and write “The Lotus” in memo).

If Ad included with this email: Yes/No

Check and contract for advertising (sent to you after receiving the above info) should be mailed to:

**FICA at India Community Center,
12412 Cedar Road, Cleveland Hts, OH, 44106**