



# South Asian Herald

Authentic Voice of the South Asian Community in the United States

## Media Kit

Connect. Influence. Grow.

### Reach the most influential South Asian American audience in the U.S.

South Asian Herald (SAH), founded in 2024, is a fast-growing publication dedicated to serving the **South Asian American community**.

SAH is your gateway to 90,000+ monthly readers – leaders, professionals, and community builders shaping the diaspora experience. Our platform delivers news, culture, and insights that matter, amplifying diverse voices and connecting your brand with a vibrant, growing community.

### Why Partner with South Asian Herald?

**Unmatched Access:** National and global reach, with roots in the Washington DC metro area

**Engaged Audience:** Our readers are decision-makers, entrepreneurs, and change makers

### Advertising Solutions Tailored to Your Goals

#### Brand Awareness

#### Website Display Advertising

Stand out where it matters most – all week, every week.

	Size (px)	Weekly Rate	Monthly Rate
Billboard/Banner	1000 x 200	\$680	\$2,200
Large Rectangle	300 x 250	\$300	\$960
Medium Rectangle	265 x 75	\$200	\$640

All placements are prominently featured for maximum visibility

#### E-Newspaper Advertising

	Size (in)	Weekly Rate	Monthly Rate
Full Page	10 x 13.2	\$680	\$2,200
Half Page	10 x 6.5	\$300	\$960
Quarter Page	4.9 x 6.5	\$200	\$640
Banner Strip	10 x 2.5	\$250	\$800
Business Box	2.4 x 2.4	\$100	\$320
Centerspread (double page)	21 x 13.2	\$800	\$2,500

### Thought Leadership & Storytelling

#### Paid Articles/Advertorials/SAH Icon Series

Showcase your story, expertise, or organization with a custom feature through Advertorials.

**Publication-Ready Article: \$750** (lifetime placement)

**SAH-Written Article or Interview: \$1,050** (lifetime placement), and can be featured as part of the South Asian Herald Icon Series, tailored to your category (Business, Community, Political, Media, etc.). This series is intended to help an individual build brand, and gain exposure for themselves, their organizations, and causes. From an organizational perspective, we could feature multiple members over a period of time.

**South Asian Herald Icon Series** will be created in a Print-Ready Design format.

#### Direct Response & Customer Engagement

**Email Blasts:** Deliver your message directly to our loyal subscribers.

**Single Blast:** \$700

**Multi-Blast Package:** \$500/blast (for multiple sends)

#### Weekly News Bulletin Sponsorship

Be part of our Thursday bulletin – drive business growth, acquire new clients, and re-engage your audience.

	Size (px)	Weekly Rate	Monthly Rate
Banner Ad	600 x 200	\$700	\$2,200
Sidebar Ad	265 x 75	\$420	\$1,350

#### High-Impact Video Advertising

Take your campaigns to the next level and bring your brand to life

Video Type	Duration (secs)	Weekly Rate	Monthly Rate	Best For
Short-Form	15–30	\$550	\$700	Quick, impactful product/services promo
Long-Form	60–90	\$750	\$900	In-depth storytelling or showcases

Format Requirements: MP4, MOV, or GIF

### Custom Solutions & Collaboration

Looking for something unique? We're happy to tailor packages for long-term partnerships, sponsorships, or special projects. Let's work together to achieve your goals.

#### Ready to Amplify Your Brand?

Contact us today to reserve your spot and discuss a custom campaign

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