



COMBINED RATE CARD

| | Full Page | | Half Page | | Quarter Page | | 1/8th Page | Per Column Inch |
|--------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|-----------------|
| | B & W | Color | B & W | Color | B & W | Color | B & W | |
| News India Times | \$2100 | \$3150 | \$1100 | \$1650 | \$600 | \$900 | \$325 | \$40 |
| Desi Talk, NY-NJ | \$850 | \$1275 | \$435 | \$650 | \$275 | \$410 | \$150 | \$20 |
| Desi Talk, Chicago | \$600 | \$900 | \$300 | \$450 | \$150 | \$225 | \$75 | \$18 |
| Gujarat Times | \$900 | \$1350 | \$500 | \$750 | \$260 | \$390 | \$160 | \$20 |
| TOTAL | \$4450 | \$6675 | \$2335 | \$3500 | \$1285 | \$1925 | \$710 | \$98 |

Note: All rates are gross and in US dollars.

COMBINATION RATE INCENTIVE

| | |
|--------------------------------|-----|
| For any two (2) publications | 10% |
| For any three (3) publications | 15% |
| For more (4 or 5) publications | 20% |

SPECIAL POSITION ADDITIONAL SURCHARGE

| | |
|----------------------------------|------|
| Back Page | 100% |
| Center Spread | 75% |
| Specific Page | 50% |
| Front Page Color Strip (10"x 1") | 200% |

PRODUCTION

\$10 or 15% of the cost of the advertisement - whichever is higher

DISTRIBUTION AREA

News India-Times - Nationwide, by subscription;
Gujarat Times - Nationwide, by subscription;
Desi Talk (NY-NJ), Desi Talk (Chicago, IL) - Free distribution in New York Metropolitan area, and Chicago and surrounding areas respectively.

PUBLICATION DATE

Every Friday

CLOSING DATE

10 days prior to publication date

Call us at: 212-675-7515

Email us at:

advertising@newsindia-times.com

Fax us at: 212-675-7624

FREQUENCY DISCOUNT*

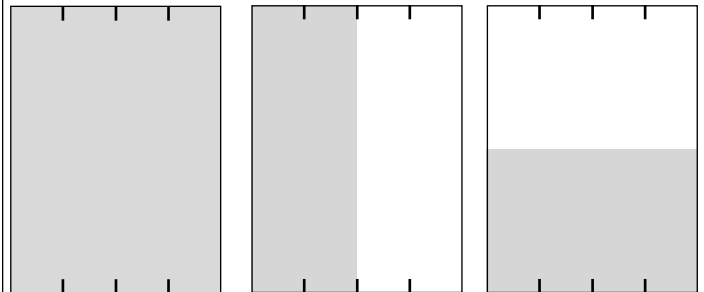
| Frequency | Discount |
|--------------------|----------|
| 5 insertions | 5% |
| 6 - 13 insertions | 10% |
| 14 - 26 insertions | 15% |
| 27 - 39 insertions | 20% |
| 40 - 52 insertions | 25% |

*Applicable only when ads run concurrently in the selected combination

MECHANICAL DETAILS:

Four columns to a page

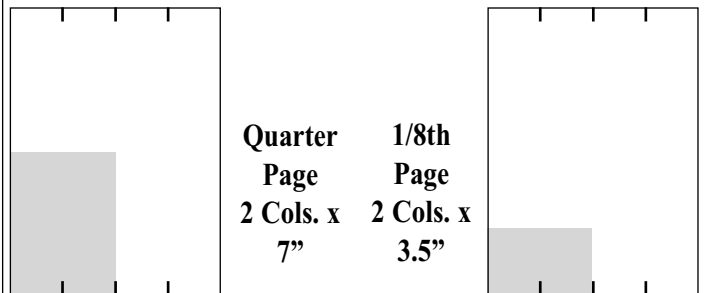
- Column width 2.375"
- Column depth 14"
- Line Screen 85 lpi



Full Page
4 Cols. x 14"

Half Page
2 Cols. x 14"

Half Page
4 Cols. x 7"



Quarter Page
2 Cols. x 7"

1/8th Page
2 Cols. x 3.5"



ORDERING AN AD

How to order a Display ad

RESERVATIONS

To reserve space for a display ad, call us at 212-675-7515 and ask for our Display Advertising Section or fax your advertisement with complete contact information to **212-675-7624** or send us an email at **advertising@newsindia-times.com**. We can be reached by telephone from 10.00 a.m. to 6.30 p.m. (Eastern Time) Monday through Friday.

INSERTION ORDER

An Insertion Order must be prepared by the advertiser/agency for each advertisement, and should include the following:

- Insertion Order Number
- Name of Advertiser
- Billing Address
- Date(s) of Insertion
- Section or Position Request, if necessary
- Size and Cost of the advertisement
- Description of the Advertisement (i.e. headline)
- Contact Name and Phone Number

MATERIALS

- Electronic submission of industry standard PDF files is preferred for all advertisements. Other electronic formats that are acceptable are TIF, JPEG and Photoshop.
- When electronic submission is not possible, camera-ready material or films may be given.
- For mechanical data, please refer to our rate card for both color and black and white ads.

QUESTIONS

If you have any questions after placing your reservation, please call 212-675-7515 and speak to the assisting advertising executive to help you deal with any advertising reservation, material processing and billing information, that would include:

- Ad changes
- Contract, rate and billing information
- Deadline and material specification inquiries
- Electronic transmission questions

A PARTIAL LIST OF OUR ADVERTISERS

TELECOM:

Verizon
Vonage
Nokia

INSURANCE:

New York Life
State Farm Insurance
MetLife

MONEY TRANSFER:

Western Union
Moneygram

UTILITIES:

Con Edison

AUTOMOBILE INDUSTRY:

Cadillac
Infiniti

BANKS:

Chase Bank
Citibank
PNC Bank
Habib American Bank
Indus American Bank
State Bank of India
Bank of Baroda
Bank of India
RomAsia Bank

HOTELS:

Applecote Hotels

DEPARTMENTAL STORES:

Macy's

MEDIA:

Comcast Corporation
DIRECTV
DISH Network
Cablevision
Star TV
SET Asia (Sony TV)
Zee TV
Time Warner Cable of New York

AIRLINES:

Air-India
Lufthansa
Emirates
Finnair
Qatar Airways

TOURISM:

India Tourism

BEVERAGES:

Pepsico

HEALTHCARE INDUSTRY:

Queens Hospital Center
Elmhurst Hospital Center
Health Plus
Fidelis Health Plan



THE INDIAN AMERICANS - AN EMERGING MARKET

SOME FACTS

Source: Census 2010

FASTEST GROWING ETHNIC COMMUNITY IN THE US

100% growth since 2000. Presently more than 3.2 million.

Comparison of the growth rates (2000 to 2009):

| | |
|--------------|------|
| White | 6% |
| Black | 7.5% |
| Asian Indian | 100% |

HIGHEST MEDIAN HOUSEHOLD INCOME

• Indian Americans - \$87K

(\$34K ahead of non-Hispanic white)

| | |
|--------------------|-------|
| Indian American | \$87K |
| Non-Hispanic White | \$53K |
| Hispanic | \$39K |
| Black | \$33K |

HIGHEST LEVEL OF EDUCATIONAL ATTAINMENT

• More than 68% of Indian Americans hold advanced degrees

| | |
|--------------------|-----|
| Indian American | 68% |
| Non-Hispanic White | 29% |
| Black | 17% |
| Hispanic | 12% |

INDIAN AMERICANS MAKE A LONG LIST OF MILLIONAIRES

There are over **200,000** Indian American Millionaires in the US

Source: Merrill Lynch

ONE OF THE HIGHEST LEVELS OF PROFESSIONAL & ENTREPRENEURIAL ATTAINMENT

More than **50%** of the start-up companies in Silicon Valley were headed or founded by Indian Americans

TOP ASIAN GROUPS IN THE U.S. (BY POPULATION)

| | |
|-----------------|-----------|
| Chinese | 3,794,673 |
| Fillipino | 3,416,840 |
| Indian American | 3,183,063 |

Indian Americans account for 18 percent of the total Asian American population

TOP 10 STATES HAVING INDIAN-AMERICAN POPULATION

California, New York, New Jersey, Texas, Illinois, Florida, Pennsylvania, Michigan, Maryland and Virginia

THE ASIAN AMERICANS SPENDING MACHINE

Buying power (estimated) in 2009 - \$508 billion

| | Buying Power (in billion) | | % Change |
|----------|---------------------------|--------------|-----------|
| | 2000 | 2009 | 2000-2009 |
| Asian | \$268 | \$508 | 89% |
| Total US | \$7187 | \$10717 | 49% |

Source: Selig Center for Economic Growth, The University of Georgia, July 2009)

INDIAN AMERICANS ARE THE LEADING OWNERS OF HOTELS, MOTELS

- About **38% (about 20,000)** of the hotels and motels in the US are owned by Indian Americans
- That includes about **50%** of the economy lodging properties in the US

Source: A.A.H.O.A.

INDIAN AMERICANS FORM SUBSTANTIAL NUMBER OF MEDICAL PROFESSIONALS

There are estimated to be over **60,000** medical professionals in the US of Indian Origin

Source: A.A.P.I. (2009)