



VIÊN THẢO
M E D I A

545 Parrott St., San Jose, CA 95112 • Tel: (408) 947-7517 • Fax: (408) 947-0463

<http://www.vienthao.com> • e-mail: info@vienthao.com



VIÊN THAO

M E D I A

Hệ Thống Truyền Thông Viên Thao

- Sài Gòn Radio / AM 1500 KSJX
- VT News Radio / AM 1500 KSJX
- Vietnamese Directory/ USA
- Yêu Magazine-Calendar
- Viên Thao Entertainment
- V Travel
- Sài Gòn TV / 103 Digital Comcast
- Viên Thao TV - San Jose / 28 KFTL
- Weekend TV / 28 KFTL

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To: Advertising Agency & Advertiser(s)

RE: Vien Thao New Media Kit

The most effective way to capture the ever expanding and profitable Vietnamese market is to appropriately communicate your product and services sensitive to the cultural and language aspects of that community. For the last 25 years, Vien Thao Media has been successfully serving the Vietnamese consumers and the marketing advertisers through its culturally and linguistically professional staff.

Enclosed is our most updated media kit for your review. We have increased our broadcast time and channels as well as more quality programs to serve you, our very valuable customers. Please contact **Ms. Teresa Le** or **Mr. Do Van Tron**, directly for any of your advertising needs.

Vien Thao Media's staff has extensive experience in all forms of marketing:

- * Radio and Television programming
- * Yellow Pages and Magazine
- * Calendar
- * Entertainment shows & productions
- * Music Video and Documentary Productions

Vien Thao Media staff will analyze your marketing needs, and provide you with insightful recommendation that will produce desired results. All of the above methodologies will be considered and a marketing strategy will be presented addressing your public relation goals.

Thank you for your time, and we look forward to discuss this further at your convenience.

Sincerely,

Do Van Tron
President.

VIÊN THAO MEDIA

LOOKING BACK ITS 26-YEAR EXPERIENCE

Viên Thao Media originally started in 1982 in Orange County, but officially operated in San Jose since 1984.

Viên Thao is the namesake of 2 principal characters in the collection of short stories titled “*Mùa Phố Núi*” by Đỗ Văn Trọn and Lê Thao Chuyên. Viên Thao’s initial logo was VT. Later, it became V symbolizing Việt.

Viên Thao Media enterprise started with **Yêu Weekly Magazine** and **Yêu calendar publication**. In the beginning, to publish Yêu Magazine, editorial staff was frequently moving on a van. Yêu magazine was dedicated to Poem, prose, love, and life articles that were warmly received by readers and advertisers whose services and businesses featured on Yêu’s several pages. In 1986 the first edition of Vietnamese Yellow Pages – better known as **Vietnamese Directory U.S.A.** was published. It’s the first Vietnamese Yellow Pages in Northern California.

In October 1989, **VIÊN THAO TV** started its broadcasting with energetic anchors, reporters, cameramen and editors. Current Viên Thao Media’s TV Programs in The Bay Area include:

SAIGON TV broadcasting **Monday to Friday** from **8:00PM to 8:30PM** on **Channel 103 Digital Comcast**

VIÊN THAO TV- SAN JOSE is the Vietnamese TV program that has been around the longest serving the Vietnamese expatriates, broadcasting **Monday to Friday** from **5:30PM to 6:30PM** on **Channel 28 KFTL**.

WEEKEND TV broadcasting every **Saturday** from **5:30PM to 6:30PM** on **Channel 28 KFTL**.

In 1992, **SAIGON RADIO** started its first broadcast on **Channel AM1500 KSJX** sending a strong vibration in the media circle, leading the way for other Vietnamese radio programs in Southern California to follow, and expanding to other states to the extent that now-a-days almost where ever exist a large Vietnamese community, there’s a Vietnamese radio program. Now we have 2 Radio Programs:

SAIGON RADIO broadcasting Monday to Friday from **1:00PM to 4:00PM** draw a large and loyal audience due to their hot news, quality programs, popular anchors.

VT NEWS currently broadcasting Monday to Friday from **4:00PM to 7:00PM** dedicated to providing news, weather & traffic information that’s as hot and latest as any American radio. VT News Radio has reporters on most states filing live reports from any newsworthy parts of USA.

In addition to media operations, Vien Thao Media – for the last 25 years- offered many entertainment shows including movies and musical events featuring international actors, directors, and most famous Vietnamese artists living abroad.

Vien Thao Media’s memorable events include: International Musical Events, Springs Festival, Youth’s Musical Events, Vietnamese Traditional Musical Performances, Lobo Show, Hoi Ngo Trung Duong’s Cruises.

In area of publication, **YÊU WEEKLY MAGAZINE & CALENDAR PUBLICATION** have published several books by respectable writers. From 1983, in collaboration with “Nhân Chứng Magazine” headed by well-acclaimed poet Du Tử Lê, Vien Thao Media has spearheaded the book Introduction & Review Events in the Bay Area (better known among the Vietnamese as “the valley of yellow flowers”,) such as the books Introduction & Review Events for “*Nỗi Niềm Mang Theo*”, “*Mùa Phố Núi*”, “*Vietnamese Directory USA*”, “*Guides for Newcomers*”...

Vien Thao Media has received many commendations from presidents of USA, Senators & representatives, and local officials.

When mentioning Vien Thao Media, one can't help but think of momentous efforts by Mr. Đỗ Văn Trọn who's its founder and builder. He earned admiring mentions by Time Magazine, California Business Magazine as well as several other big newspapers. His name also was inducted to valuable pages of 2 international organizations (*"International Who's Who of Intellectuals"* and *"International Biographical Center" in England*), for prominence in initiative, literature and media. San Jose Mercury News named him "San Jose Mogul in a strange land". In June 1994, he was awarded president Kennedy's MPA & ASME Media Fellowship for Publisher & Editor at New York University. In November 2004, he won New California Media award (NCM Award) for essays and radio broadcaster. Annual NCM Awards are considered Pulitzer awards for ethnic media, reflecting ethnic achievements and power aside from mainstream American Media.

His modest motto is: To succeed, one must engage in hard work. Hard work and hard work! Result is not attributed to any individual's effort, but to "team work" by all the people working together, and more realistically, to moral support from family and friends.

A point worthy of recognition is that Vien thao Media has collaborated with other community entities in organizing big fund-raising events assembling hundreds of performers, scores of thousands of attendants, typically those events aimed at supporting flood victims in Central and Southwestern Vietnam. Another memorable event was the Vigil in the memory and honor of the 9/11 victims. Local television stations subsequently aired their touching reports about this event showing great crowd of about 20,000 Vietnamese holding American flags and candles, and singing God Bless America. Such event promoted the understanding, sympathy and cooperation between the Vietnamese community and others.

In promoting humanitarian spirit, Vien thao Media founded in 2004 **THE VIETNAMESE ASSOCIATION FOR THE BLIND – USA** (VAFTB – USA) scraping vision to 350,000 poor cataract patients in Việt Nam. Up to the end of 2005, VAFTB – USA had funded 18,000 cataract operations in 18 Vietnamese metropolitan areas and provinces. This program is projected to successfully complete its objectives in 5 years. It's a compassionate endeavor, touching almost everyone domestically and overseas.

Early 2005, Vien thao Media organizes a vigil for the Tsunami victims. Despite the cold and stormy weather, thousands and thousands of people attended the event, leading to impressive fund-raising results that amazed San Jose' Police Chief Robert Davis, American Red Cross Representatives and elected officials through the outpouring of good will and humanitarian spirit from Vietnamese community.

In recent years, Vien Thao Media added to its diversified array of services that of travel. "V-Travel" – with its "Hội Ngộ Trùng Dương Cruises" fully and exclusively booking a complete luxurious cruise liner to cater to 3,000 Vietnamese in a pleasurable oceanic journey. Besides, V-Travel has offered an array of tours to China, Asia, Europe and many other parts of the world ranging from groups of dozens to those of hundreds tourists embarking on different itineraries, exploring new destinations, admiring new landscapes, tasting new foods, acquainting new cultures, adapting to new environments, bringing homes new souvenirs and memories according to each individual's choosing and / or liking, all sharing an utmost satisfaction, many committing to return for other V-Travel quality trips.

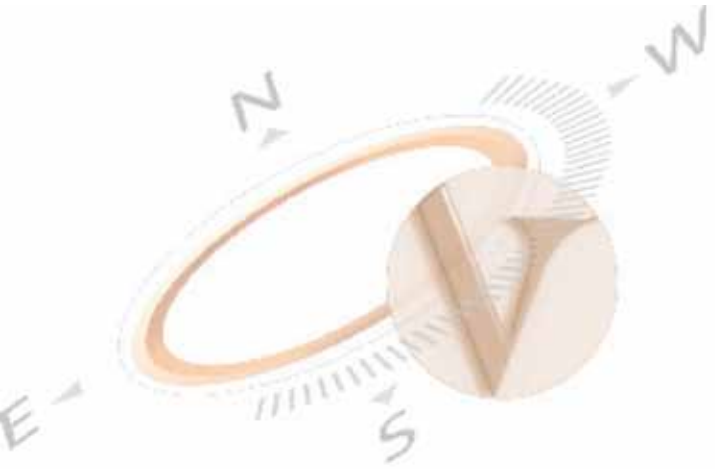
26-year span entails many things worthy of mention, especially worthy of expression of gratitude to all people, all contributions that may have seemed substantial or not, but have always been greatly treasured by Vien Thao Media.



Mr. Do Van Tron, Vien Thao Media President and Nguyen Cao Ky Duyen, Master of Ceremony.



Audiences attending Tsunami concert organized by Vien Thao Media



Do Van Tron receiving commendation from councilman.

VIÊN THAO MEDIA

FOLLOWING ARE SOME HIGHLIGHTS OF VIEN THAO'S MULTI-MEDIA OFFERINGS:

1. SAIGON RADIO

It's the first overseas Vietnamese radio program that started in 1992. Currently, Saigon Radio is broadcast daily from **1:00PM to 4:00PM** in San Jose, California on channel AM 1500 KSJX featuring rich and attractive program serving more than 200,000 audience in San Jose, Oakland, San Francisco, and adjacent areas.

2. VT NEWS RADIO

Dedicated to providing news, weather & traffic information that's as hot and latest as any American radio. VT News Radio has reporters in most states filing live reports from any newsworthy parts of USA. VT News Radio is broadcast daily from **4:00PM to 7:00PM** in San Jose, California on channel AM 1500 KSJX. Audience living in San Jose, Oakland, San Francisco, and adjacent areas can tune in to its rich and attractive program.

3. SAIGON TV

Is broadcast nightly from **8:00PM to 8:30PM** on 103 Digital Comcast featuring hot and latest news of the day during prime time that is ideal for targeted Vietnamese viewers in Santa Clara County.

4. VIEN THAO TV - SAN JOSE

Is broadcast daily from **5:30PM to 6:30PM** on channel 28 KFTL. It's the longest-run overseas Vietnamese TV program dedicated to international news, commercials that are faithfully viewed by more than 300,000 audience in San Jose, Oakland, San Francisco, and adjacent areas.

5. WEEKEND TV

Is broadcast every Saturday from **5:30PM to 6:30PM** on channel 28 KFTL. These programs featuring young, energetic reporters serve the Bay area audience.

6. VIETNAMESE DIRECTORY / USA

Vietnamese Yellow Pages or Vietnamese Directory / USA is the first Vietnamese Directory in Northern California, published for the first time in 1986 with annual circulation 75,000 copies, 800-page rich in content featuring about 5,000 advertising Vietnamese and American businesses. Vietnamese Directory / USA is published yearly during Vietnamese New Year "Tet" and distributed widely and freely to all Vietnamese businesses and homes throughout Northern California. It's a consent among the mainstream population as well as Vietnamese community that Vietnamese Directory / USA is valuable, efficient and user-friendly. The Time Magazine and The San Jose Mercury News correlate the ever increasing prosperity of the Vietnamese community with the ever thicker of Vietnamese Directory / USA featuring ever thriving businesses



Television Newscasters: Quoc Bao, Phuong Thu.

Radio Announcer: Thanh Tung

Published monthly for the first time in 1983, dedicated to arts, poem, literature, sports with well-acclaimed contributing writers. Starting from July 2004, YEU Magazine – with its circulation of 15,000 copies – will feature all 192 colored pages filled with fabulous content. This will be another Yeu Magazine’s benchmark of progress as well as marking the first time an overseas Vietnamese magazine is completely printed in color, and complimentary offered to targeted readers during certain promotional time.

Besides, Yeu Magazine’s subsidiary function is to print for quality business calendars that include bamboo blind, Tam Tong Mieu, nostalgic scenery, memorable and contemporary fashion and celebrities ones.

8. VIEN THAO ENTERTAINMENT

Produced internationally-rated and top-quality Vietnamese shows along with documentaries, musical videos featuring top-rated overseas Vietnamese artists and world famous entertainers from Hong Kong and USA etc...

9. V TRAVEL

The only Vietnamese tours operator catering to groups ranging from 30 to 3,000 participants each to international destinations offering dedicated Vietnamese-speaking tour guides. V Travel owes its reputation from its popular China’s Tours that has served over 10,000 clients and its fabulous cruises named “Hoi Ngo Trung Duong” (meaning “rendezvous on the seas”) that exclusively chartered a luxurious cruise liner as a reunion venue for overseas Vietnamese in the backdrop of world-rated shows and accommodations that left indelible impressions on all participants.

The above rich array of diversified mass media has proved to have satisfactorily met different tastes and needs of nearly 50,000 advertising clients, 2,000,000 - strong overseas Vietnamese population. Most of them have been Vien Thao Media’s faithful audience who have nurtured and embraced Vien Thao Media through valleys of challenges and peaks of achievements. During 21-year journey, Vien Thao Media has proudly served many big-name businesses including MCI, AT&T, Sears, Bank Of America, Western Union, California Super Lotto, Pacific Bell, Korean Airlines, Asiana Airlines, Thai Airlines, Budweiser, Remy Martin, etc...

SAI GON RADIO

The first Vietnamese program developed for the Vietnamese Community in the United States.

President

Mr. Do Van Tron

Contact:

Executive Director: Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
E-mail: info@vienthao.com

Year Founded

1992

Station

AM 1500 KSJX

Program Format

News, Music, Talk Show, Children participation segment, Live Music Dedication, Love Connections...

Program Hours

Monday – Friday
1:00 pm to 4:00 pm

Area Coverage

San Jose - Oakland - San Francisco

Listeners

200,000

Population

300,000

Advertising Rates

30 sec. = **\$45** (net)
60 sec. = **\$60** (net)

Talk Show

1 min. = **\$45** (net) (minimum 10 minutes)
1 Min. = **\$60** (net) (if less than 10 minutes)

**Discounted rates apply to long term contract.*

VT NEWS RADIO

The first Vietnamese radio program reporting news around the States.

President

Mr. Do Van Tron

Contact:

Executive Director: Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
E-mail: info@vienthao.com

Year Founded

2000

Station

AM 1500 KSJX

Program Format

Hourly news on the hour followed by popular music

Program Hours

Monday – Friday
4:00 pm to 7:00 pm

Area Coverage

San Jose – Oakland – San Francisco

Listeners

200,000

Population

300,000

Advertising Rates

30 sec. = **\$45** (net)
60 sec. = **\$60** (net)

Talk Show

1 min. = **\$45** (net) (minimum 10 minutes)
1 Min. = **\$60** (net) (if less than 10 minutes)

**Discounted rates apply to long term contract.*

Cable / Station

103 Digital Comcast

President

Mr. Do Van Tron

Contact

Executive Director: Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
 Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
 E-mail: info@vienthao.com

Established

1998

Geographic Coverage Area

San Jose / Oakland / San Francisco

Program Format

Local News, Music, Interview, Talk Show

103 Digital Comcast

Program Hours

Mon - Fri: 8:00 pm - 8:30 pm

Space & Material Closing Dates

Space reservation: 3 days prior to air date
 Material Closing: 3 days prior to air date

Production Specifications

3/4 U-Matic or Betacam

Language

Vietnamese

Population

200,000

Advertising Rates30 secs: **\$180** (net), 60 secs: **\$360** (net) **TALKSHOW**

* 1 Minute = 180 (minimum 10 minutes)

 BILLBOARD

* 15 Seconds = 180

Discounted rates apply to long term contract.*Independent producer leasing time from Comcast Cable.***Station / Cable**

UHF / Basic, 28 KFTL

President

Mr. Do Van Tron

Contact

Executive Director: Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
 Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
 E-mail: info@vienthao.com

Established

1989

Geographic Coverage Area

The longest broadcast time for any Vietnamese Community in the United States with over 300,000 viewers in the Bay Area (San Jose, San Francisco, Oakland...)

Program Format

Local and International News, Music, Interview, Talk Show, Kid segment, Variety and...

Program Hours

Mon - Fri: 5:30 pm - 6:30 pm

Space & Material Closing Dates

Space reservation: 3 days prior to air date
 Material Closing: 3 days prior to air date

Production Specifications

3/4 U-Matic or Betacam

Language

Vietnamese

Population

Over 300,000

Advertising Rates30 secs: **\$180** (net), 60 secs: **\$360** (net) **TALKSHOW**

* 1 Minute = 180 (minimum 10 minutes)

 BILLBOARD

* 15 Seconds = 180

Discounted rates apply to long term contract.*Independent producer leasing time from KFTL.*

WEEKEND TV

President

Mr. Do Van Tron

Contact

Executive Director: Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
E-mail: info@vienthao.com

Established

2004

Geographic Coverage Area

San Jose – Oakland – San Francisco

Program Format

Music, Interview, Talk Show

28 KFTL

Program Hours

Sat: 5:30 pm - 6:30 pm

Space & Material Closing Dates

Space reservation: 3 days prior to air date

Material Closing: 3 days prior to air date

Production Specifications

3/4 U-Matic or Betacam

Language

Vietnamese

Population

300,000

Advertising Rates

30 secs: **\$180** (net), 60 secs: **\$360** (net)

**Discounted rates apply to long term contract.*

**Independent producer leasing time from Comcast Cable and KFTL*



Do Van Tron and Lobo, an American singer, song writer.



Vien Thao Media's staffs



Phuong Thu, Television Newscaster

YEU (LOVE) MAGAZINE - founded in 1983

All full color, Size: 8 1/2 x 11

Editor

Do Van Tron

Contact

Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
 Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
 E-mail: info@vienthao.com

Issue Frequency

Monthly

Circulation

15,000 / Issue

Distribution Areas

Worldwide / Northern California

Editorial Content

The Vietnamese Language magazine with full color pages. The articles focus on poems, literature, Vietnamese culture and love story...

Advertising Rates

- Back or Front cover **\$4,000**
- Inside front cover or Page 1
 or Inside back cover or last page **\$3,000**
- Full page (8.5" X 11") **\$2,500**
- 1/2 page (7" X 4.45") **\$1,500**
- 1/4 page (3.5" X 4.45") **\$1,000**

Material Deadline

Two weeks prior to the following month.

YEU CALENDAR

Issue Frequency: Annually

Distribution Area: Worldwide

Publication Size

22 x 34, 19 x 27, 15 x 21, 11 x 17

Sign off proof deadline

July 20th each year

Vietnamese Directory founded in 1986

Publication Size: 8 1/4 x 10 3/4

Artwork Size: 7 x 9

Editor

Do Van Tron

Contact

Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
 Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
 E-mail: info@vienthao.com

Issue Frequency

Yearly

Circulation

75,000 copies

Distribution Areas

Delivered to all Vietnamese businesses in Northern California. Handed out to 50,000 festival participants at Tet's festival and mailed out (10,000 copies) to Vietnamese residents, all complimentary.

Advertising Rate

FULL COLOR PAGES

- Cover A (2 x 2) **\$3,500**
- Cover B (2 x 2) **\$3,000**
- Spine (1 x 7) **\$7,000**
- Inside cover A **\$10,000**
- Inside cover B & page 1 **\$9,000**
- Page 2 to page 7 **\$7,000**
- Page 8 to 40 **\$6,000**
- Page 41 to 64 **\$5,500**

BLACK & WHITE PAGES

- Full page (7" X 9") **\$2,950**
- 1/2 page (7" X 4.45") **\$1,950**
- 1/4 page (3.45" X 4.45") **\$1,250**
- 1/8 page (3.45" X 2.175") **\$850**
- 1/16 page (1.7" X 2.175") **\$450**

* Add **red ink:** + 10% of the above price.

Material Deadline

September 30th every year

VIEN THAO ENTERTAINMENT

Vien Thao has promoted many "Singing and Dancing" show worldwide. The longest trip for the show is Australia, and the Shortest trip is San Jose Convention Center. The theme for the show usually geared toward the Vietnamese Culture, and is organized during Cultural events, such as Vietnamese New Year.

Producer

Mr. Do Van Tron

Contact

Executive Director: Ms. Teresa Le

Address

545 Parrott St., San Jose, CA 95112
Phone: (408) 947 - 7517. Fax: (408) 947 - 0463
E-mail: info@vienthao.com

Performers

Over 100 top Vietnamese Singers and Entertainers in the United States, and special appearance by well known American Artist; as well as Hong Kongese and Chinese well known actors and actresses.

Audiences

Substantial part of over 2 million overseas Vietnamese population attended.

Sponsors

Many Vietnamese and American businesses have sponsored Vien Thao Entertainment events. Companies like Bank of America, AT&T, Holiday Inn., China Airlines, McDonald, Budweiser, Bay 101 Casino, ect..

<input type="checkbox"/> Title Sponsor	\$22,000
<input type="checkbox"/> Diamond Sponsor	\$15,000
<input type="checkbox"/> Platinum Sponsor	\$10,000
<input type="checkbox"/> Gold Sponsor	\$7,000

Video / Hong Kong Serial Movies

Video documentary film from Vien Thao Entertainment have been produced and distributed worldwide.

<input type="checkbox"/> 30 Seconds / Spot	\$1,000
<input type="checkbox"/> 60 Seconds / Spot	\$2,000
Minimum 6 Spots / Order	

Coming Event

Please contact us for up coming events throughout the year, such as Vietnamese cultural concerts, "Hoi Ngo Trung Duong", or our annual New Year's Eve Concert....





VIÊN THAO
M E D I A

ADVERTISING RATES (EFFECTIVE FROM JANUARY 1, 2009)

RADIO

- SAI GON RADIO** / AM - 1500 KSJX,
1:00pm - 4:00pm weekday
- VT NEWS RADIO** / AM - 1500 KSJX,
4:00pm - 7:00pm weekday
 - * 30 Seconds / Spot = **\$45** (net)
 - * 60 Seconds / Spot = **\$60** (net)
 - * Talkshow: 1 Min. = **\$45** (net)
(minimum 10 minutes)
 - * Talkshow: 1 Min. = **\$60** (net)
(if less than 10 minutes)

TV PROGRAMS / CHANNELS

- SAI GON TV - 103 DIGITAL COMCAST**
Entire Santa Clara County
Mon - Fri 8:00PM - 8:30PM
- VIEN THAO TV - San Jose / 28 KFTL**
Entire Santa Clara County,
San Francisco, Oakland
Mon - Fri 5:30PM - 6:30PM
- WEEKEND TV - 28 KFTL**
Entire Santa Clara County, SF, Oakland
Sat 5:30PM - 6:30PM

- * 30 Seconds / Spot = **\$180**
- * 60 Seconds / Spot = **\$360**

- TALKSHOW**
 - * 1 Minute = 180 (minimum 10 minutes)
- BILLBOARD**
 - * 15 Seconds = 180

VIETNAMESE DIRECTORY / USA

(Full Size: 8 1/4 x10 3/4)

FULL COLOR PAGES

- Front cover **A** (2 x 2) **\$3,500**
- Front cover **B** (2 x 2) **\$3,000**
- Spine (1 x 7)..... **\$7,000**
- Inside cover **A** **\$10,000**
- Inside cover **B** & page 1..... **\$9,000**
- Page 2 to page 7 **\$7,000**
- Page 8 to 40 **\$6,000**
- Page 41 to 64 **\$5,500**

BLACK & WHITE PAGES

- Full page (7" X 9") **\$2,950**
- 1/2 page (7" X 4.45") **\$1,950**
- 1/4 page (3.45" X 4.45") **\$1,250**
- 1/8 page (3.45" X 2.175") **\$850**
- 1/16 page (1.7" X 2.175") **\$450**

* Add red ink: + 10% of the above price.

YEU (LOVE) MAGAZINE

(All Full Color, Size: 8 1/2" x 11")

- Back cover **\$4,000**
- Inside front cover or Page 1 or
Inside back cover or last page ... **\$3,000**
- Full page (8.5" X 11") **\$2,500**
- 1/2 page (7" X 4.45") **\$1,500**
- 1/4 page (3.5" X 4.45") **\$1,000**
- 1/8 page (3.45" X 2.75") **\$700**

VIEN THAO ENTERTAINMENT

(Cultural events, concerts, shows...)

- Title Sponsor **\$22,000**
- Diamond Sponsor **\$15,000**
- Platinum Sponsor **\$10,000**
- Gold Sponsor **\$7,000**

HONG KONG SERIAL MOVIES

- 30 Seconds / Spot **\$1,000**
 - 60 Seconds / Spot **\$2,000**
- Minimum 6 Spots / Order

SPONSORSHIP PRICE TABLE

For TV programs

- Diamond sponsorship **\$ 8,000** (40 times)*
- Platinum sponsorship **\$ 6,000** (20 times)*
- Gold sponsorship **\$ 4,000** (10 times)*
- Silver sponsorship **\$ 3,000** (5 times)*

* Billboard, max. 15 seconds

Advertising rates: 30 seconds

- Saigon TV = **\$ 180.00**
- Vien Thao TV - San Jose = **\$ 180.00**
- Weekend TV = **\$ 180.00**

For Radio programs

- Diamond sponsorship **\$ 2,400** (40 times)*
- Platinum sponsorship **\$ 1,600** (20 times)*
- Gold sponsorship **\$ 1,000** (10 times)*
- Silver sponsorship **\$ 700** (5 times)*

* Opening announcement max. 30 seconds

Advertising rates:

- 30 seconds / **\$45.00** / spot
- 60 seconds / **\$60.00** / spot

Saigon Radio or VT News Radio.

YEU CALENDAR

Samples	Size	Quantity		
		300 & Over	1000 & Over	2000 & Over
6 Sheets Calendar	11 ^{1/2} X 17 ^{1/4}	3.00	2.80	2.60
	15 ^{1/4} X 21 ^{1/4}	3.40	3.20	3.00
	13 X 27 ^{1/2}	4.00	3.80	3.60
	19 ^{7/8} X 27 ^{7/8}	4.40	4.20	4.00
	22 ^{1/4} X 34	5.00	4.80	4.60
Date-Block Calendar And Boards	Size 15 X 21 Block 5 ^{1/8} X 7 ^{1/2}	7.40	6.90	6.40
	Size 15 X 21 Block 7 ^{5/8} X 10 ^{5/8}	9.40	8.90	8.40
Deluxe Inter. Diaries	14 ^{5/8} X 13 ^{1/4}	6.40	6.20	6.00
Cane Wallscroll	12 ^{1/2} X 30	3.40	3.20	3.00

* **Additional Charges:** Tax, Shipping Fees, \$100 Artwork
Custom Special Calendars: New logo - minimum \$200. Deposit 50%