

WASHINGTON Masala

THE CULTURAL SPICE OF THE D.C. METRO AREA

WWW.WASHINGTONMASALA.COM

A Lifestyle and Entertainment Magazine for
Today's South Asians



WASHINGTON MASALA MAGAZINE
OFFICIAL MEDIA KIT

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WASHINGTONMASALA is a glossy, full color monthly magazine stated to publish its first edition in June 2009. WASHINGTONMASALA will be most effective way of providing access to one of the fastest growing, highly educated, tech-savvy and high-income ethnic population in the United States today: South Asians settled in DC / MD / VA.

OUR MISSION

Our mission is to become an intricate part of the South Asian population. Our aim is to bring out and become a part of the entire diaspora that this population embraces and to become the voice of this segment that needs a playing and working ground to grow, expand and flourish.

WHY WASHINGTON MASALA?

- WASHINGTONMASALA is the fastest growing and most sought after publication in the states of Virginia, District of Columbia and Maryland.
- WASHINGTONMASALA is a bold, exciting, glossy magazine, and offers the very best in Indian-American lifestyle and entertainment. The magazine will be constantly evolving to meet the demands of its readers, catering to various aspects from lifestyle to Bollywood, from legal information to technology.
- WASHINGTONMASALA print production will be printing and distributing 10000 copies first month.
- The online presence of WASHINGTONMASALA (www.WASHINGTONMASALA.com) will add value to advertising dollars and will increase manifold since the inception of the magazine. (Coming Soon).
- WASHINGTONMASALA will be most widely read magazine and retains a longer shelf life than any other publication of its kind. The distribution of the print version of the magazine is done in a highly efficient and strategic manner to offer our advertisers maximum exposure.
- WASHINGTONMASALA will prove to be itself an indispensable tool for all businesses, small, medium and large, which seek to sell their products and services to the south Asian audience in DC / VA / MD.

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WHY TARGET THE SOUTH ASIAN POPULATION?

- According to the 2000 consensus, over 64% of the South Asian population holds a college degree.
- The median income of south Asian households is \$69,470 – the highest in all ethnic groups.
- About 51% of this ethnic group are homeowners and about 29% own a second or vacation home.
- A majority of this population has above average expendable income.
- This segment of the population is also brand and status conscious and seeks high-end products.



As further evidence of the high socioeconomic achievement levels of South Asians; they have the highest rate of working in a High-Skill Occupation, generally characterized as executive, professional, technical, or upper management and the highest median Socioeconomic Index (SEI) score that measures occupational prestige among employed workers.

Our readers, the South Asian households in the US, have a large net worth, an above average median income, a high level of education, and a high standard of living with a need for high-end and value products and services.



PUBLISHER

RICK KHOSLA

C: 703.944.1276

F: 866.235.1276

washingtonmasala@yahoo.com

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A Lifestyle and Entertainment Magazine for Today's South Asians

The magazine for the community which boast the highest population of Doctors, Software Engineers, Information Technology Professional, Scientists and Researchers. Affluent professionals who don't settle for anything less. The community which is known for education and family values.

WASHINGTON MASALA magazine offers a very cost efficient medium to reach a wide variety of intelligent and affluent South Asian customers to make them aware of your products and services via its print and electronic publication.

**2 FULL PAGE
SPREAD
17" x 11"**

**1 FULL PAGE
OR COVER
PAGE
8.5" x 11"**

**1/2 PAGE
8.5" x 5.5"**

**1/4 PAGE
4.25" x 5.5"**

- ALL ADS SUBMITTED BY CLIENTS, AGENCIES OR FREELANCE DESIGNERS MUST BE ON CD ROM OR PLACED ON AN FTP SERVER, OR EMAILED IF FILE SIZE IS UNDER 8MB.
- THE PROGRAMS WE USE ARE QUARK XPRESS, ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR AND FREEHAND. WE USE MACINTOSH COMPUTERS.
- IMBED ALL FONTS. • INCLUDE ALL PLACED ARTWORK, EMBEDDED GRAPHICS AND ALL OTHER RELEVANT MATERIALS. FILE FORMATS FOR ANY IMAGES PROVIDED MUST BE .TIF OR .EPS. • PLEASE MAKE SURE YOUR 4-COLOR IMAGES ARE CMYK, NOT RGB TO ENSURE PROPER PRINTING OF YOUR AD. THE IMAGE RESOLUTION MUST BE AT LEAST 300DPI OR HIGHER. PLEASE BE SURE TO WATCH YOUR FILE SIZE. • WHEN SAVING A FILE AS AN .EPS OR .PDF, PLEASE MAKE SURE THERE IS NO .JPG ENCODING.
- WHEN USING ADOBE ILLUSTRATOR TO CREATE AN AD, PLEASE MAKE SURE ALL TYPE IS CONVERTED TO OUTLINES. • ANY ADS CREATED ON A PC MUST BE TRANSLATED TO .EPS OR .PDF FILE, WHICH CAN BE READ BY ADOBE ILLUSTRATOR OR ADOBE PHOTOSHOP. IF YOU ARE USING COREL DRAW, PLEASE CONVERT ALL TEXT TO CURVES AND EXPORT YOUR AD TO .PDF FILE. • WE CANNOT ACCEPT ANY FILES CREATED IN ADOBE PAGEMAKER, MICROSOFT PUBLISHER, MICROSOFT WORD OR ANY NON-GRAPHIC PROGRAM.
- 2 FULL PAGE SPREAD: 17"X11", 1 FULL PAGE: 8.5"X11", 1/2 PAGE: 8.5"X5.5" AND 1/4 PAGE: 4.25"X5.5". PLEASE ALLOW FOR 1/8" BLEED ALL AROUND.

TO ADVERTISE CONTACT:

RICK KHOSLA

C: 703.944.1276

F: 866.235.1276

washingtonmasala@yahoo.com

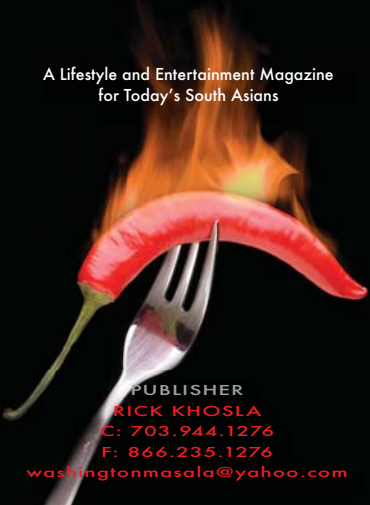
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FAIRFAX, VA 22033

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TERMS AND CONDITIONS FOR ADVERTISING WITH WASHINGTON MASALA

The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including 1, the names, portraits and /or pictures living or dead; 2, any copyrighted material; 3, any testimonials contained in any advertisement submitted to and published by the WashingtonMasala. In consideration of the WashingtonMasala acceptance of such advertisement for publication, the agency and the advertiser will indemnify and safe guard the WashingtonMasala against all loss, liability, damage and expenses of any nature (including reasonable attorney's fees) arising out of the copying, printing or publishing of its advertisement and resulting from any proceedings claims or suits including, without limitation, for libel, violation or rights of privacy and of publicity, unfair competition, intentional or negligent infliction of emotional distress, and copyright and /or trademark infringement.

Conditions and rates are subject to change by WashingtonMasala without notice.

All contents of advertisements are subject to WashingtonMasala approval. WashingtonMasala reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, if for any reason WashingtonMasala deems the advertisement is unacceptable.

Positioning of advertisements is at the discretion of WashingtonMasala unless WashingtonMasala acknowledges in writing the arrangement for a specific position in advance.

WashingtonMasala shall not be liable for any errors in map locations, telephone/telex/facsimile numbers/email/website URL, or change in advertising text by the advertiser.

The advertiser of its agency may not make cancellations or changes after the closing date.

The advertiser will comply with all scheduled dates and deadlines set by WashingtonMasala such as space reservation, advertisement content, and payment etc.

All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change without notice from WashingtonMasala. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason (in whole or in part by the advertiser) will result in an adjustment of the rate (short-rate) based on past or subsequent insertions to reflect actual space used at the earned frequency or volume rate.

WashingtonMasala reserves the right to change the size, format, paper quality, print specifications and frequency of the

printed publication without notice. If existing contracted advertisers are required to change the advertisement due to change in the size of the format of the magazine, WashingtonMasala will provide a minimum of 15 days written notice delivered via regular mail to make such changes. WashingtonMasala will not be responsible for any additional costs that the advertiser may incur due to the changes.

The advertiser is responsible to pay for the advertisement in advance via check or cash. If payment is not received before the payment due date the advertisement will not be published. No exceptions.

WashingtonMasala will not be liable under any circumstances for any such costs or damages (including consequential damages) as a result of failure to print any advertisement or of the appearance of any errors in any advertisement as published. The only remedy will be a make-good advertisement.

WashingtonMasala will have the right to hold the advertiser and /or its advertising agency jointly and severally liable for such monies as are due and payable to WashingtonMasala for advertising which the advertiser or its agency ordered and which advertising was published.

No conditions other than those set forth in this rate card shall be binding on WashingtonMasala unless specifically agreed to in writing by WashingtonMasala. WashingtonMasala will not be bound by conditions printed or appearing on order blanks of copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained on this rate card.

WashingtonMasala will not be liable for any designs in delivery and/or non-delivery in the event of an act of God, action by any government or quasigovernmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any other condition beyond the control of WashingtonMasala affecting production or delivery in any manner.

All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser or the word 'Advertisement' may be placed with copy which in the publisher's opinion resembles editorial copy.

It is the responsibility of the advertiser and its agency to ensure that all inserts and other advertising comply with the U.S. Postal regulations and other applicable Federal and State Laws and regulations.

If the client wishes to withdraw the advertisement prior to the contract term, and the publication continues to print the said advertisement, the money will not be refunded to the client.

I / We have completely read, understand and hereby agree to all the terms in this document entitled, "Terms and Conditions for Advertising with WashingtonMasala".

Signature: _____

Name: _____

Company: _____

Title: _____

Date: _____



ADVERTISEMENT SIZE NO OF INSERTIONS RATE TOTAL
COVER PAGE FRONT
COVER PAGE BACK INSIDE
COVER PAGE BACK, OUTSIDE
CENTER SPREAD
FULL PAGE
HALF PAGE VERTICAL
HALF PAGE HORIZONTAL
QUARTER PAGE
BANNER AD
MERCHANT CARD
BUSINESS CARD

Company Name: _____

Contact Name: _____

Contact Telephone: _____

Signature: _____

Billing Address: _____

I/We hereby authorize WashingtonMasala, to publish our advertisement for print and on the internet @ www.WashingtonMasala.com at the above mentioned advertising rate which will be collected after the publishing of the edition. ____ (Initials)

I/We authorize WashingtonMasala to make necessary changes to advertising copy to conform to the style and Standards of the magazine. ____ (Initials)

I/We understand that the artwork will be provided by us otherwise a charge of \$250 will be added to the price of the advertisement to be paid with the total invoice at the due date. ____ (Initials)

I/We will not hold WashingtonMasala responsible for any liability, loss or damage caused by an error or inaccuracy in the printing of our advertisement once proof has been approved. ____ (Initials)

I/We agree to the general terms and conditions listed with WashingtonMasala. ____ (Initials)

I/We agree to pay for the advertisement on or before the 12th of each month to ensure timely publication of advertisement. ____ (Initials)

I/We will be held accountable for the nature of the advertisement, i.e. the copy is not fraudulent, controversial or discriminatory in nature. ____ (Initials)

Name and Title: _____

Company: _____

Signature: _____

Date: _____

**All advertisements must be paid in advance. Please mail all advertisement material and payment to:
WashingtonMasala, 4094 Majestic Road, Suite 327, Fairfax, VA 22033.**

