

THE ALL-IN-ONE NEWSZINE FOR CHINESE (AMERICANS).  
新聞、娛樂、科學、動向、話題、健康、教室、社評、文藝 **一網打盡** 新資訊



# 新一週。 next weekly

美西三洲發行人最大, 品質最佳的刊物。  
**NEXTWEEKLY** - THE LEADING FREE CHINESE  
PUBLICATION IN THE WEST COAST.

## 關於新一週 Overview

新一週是特別為美國的華人社區提供免費資訊的媒體。全球讀者都可以從我們的新一週得到最新關於中國、香港、台灣及美國的新聞資訊。

新一週/壹週報不單提供關於最新科技及健康知識外，內容並包括現時流行的新趨勢、新產品、美食、健康食品、購物及娛樂消息等。在每期的新一週，讀者可以找到一些教你如何選購新產品及買到價廉物美的物品等文章。這些專欄均由資深的專欄報導員為讀者們逐一分析時下熱門話題。

作為西岸最大之一的免費中文媒體，新一週已在加州，內華達州及亞利桑那州建立更多的城市派發點，約350個。

NextWeekly is a free publication tailored specifically for the Chinese community in the United States. We provide our readers with the latest information on current events and issues around the world, with emphasis on social awareness and the affairs of China, Hong Kong, Taiwan, and the United States.

Along with reporting of the latest development in the fields of science, health, and technology, NextWeekly also highlights the latest trends in gadgets, shopping, food, and entertainment.

As one of the largest Chinese publication in the west coast, the expanding NextWeekly is currently distributed in print in over 350 locations across **California, Nevada, and Arizona.**

**Also available online at [www.1nextweekly.com](http://www.1nextweekly.com)**

## 新一週的讀者 About Our Readers

在美國居住的華人，一般可以閱讀的刊物不外有兩種，一種是需要較昂貴的代價，購買從外地進口的雜誌。

這類雜誌固然品質不錯而印刷精美，但其中內容與美國的文化或生活並無太大關係，看來不會有親切感。

另一種，則是當地的出版刊物或報紙。但這種地方色彩的刊物，又往往不能脫離祖國文化框框，流於太過鄉土化。

不但與美國華人疏離，也因文化背景不同而限制了讀者對象。比方說中國人偏愛中國背景的刊物。香港人愛看香港出版的周刊，而台灣人則只看台灣人辦的報紙。

但我們就沒有這個區限。無論新一週或壹週報，提供的資訊都是最新最領導潮流的。舉凡新聞、娛樂、科學、動向、話題、健康、教室、漫畫、社評和文藝小品等。不但可讀性高，亦充滿趣味和益智。適合男女老幼的讀者，從12至80歲的人都合看。

在美國，並沒有任何一本中文雜誌或報紙可以像我們一樣正派、健康、有趣，最重要的是那些有水準的，有教育水平的，可以消費得起的人都愛看。

我們的新一週和壹週報，是讀者的最愛，也是廣告客戶的最愛。請看我們的雜誌和報紙，請支持我們。除此之外，別忘了我們還在亞利桑那州出版了第一本華商電話簿，服務社區，與時代邁進。

Avid Chinese readers in America have two choices—Pay for overpriced magazines imported from overseas with contents irrelevant to the American life, or make-do with a local Chinese newspaper, one often lacking even a newsroom and reeks of unprofessionalism. That is until now. With Nextweekly, intelligent and modern Chinese Americans have a clear choice in reading material. Our readers range from age 12 to 80, both males and females, and carry an interest in current events, political climate, healthy lifestyles, social issues, the latest technology and fashion, and entertainment.

Our readers are not those who are hopelessly chained to the culture of their motherland nor are they the newspaper-wielding men that lead closed and frugal lives. Our readers are affluent American consumers with Chinese heritage, the same demographic highly sought after by advertisers.

## 新一週的廣告客戶 Our Clients

*Western Union*

*Wells Fargo Bank*

*Bank of America*

*East Asian Bank*

*Washington Mutual*

*First Asian Bank*

*M&I Bank*

*Nevada National Bank*

*Remy Martin*

*Caesars Palace Hotel & Casino*

*Harrah's Hotel & Casino*

*Rio All-Suite Hotel & Casino*

*Paris Hotel & Casino*

*Bally's Hotel & Casino*

*Flamingo Las Vegas Hotel & Casino*

*Red Rock Hotel & Casino*

*Mandalay Bay Hotel & Casino*

*Palace Station Hotel & Casino*

*Orleans Hotel & Casino*

*Station Casinos*

*Vejas Casino*

Casino Arizona  
Kylin TV  
Direct TV  
Arizona State University  
Arizona Department of Health Services  
Dish Network  
Cingular  
T-Mobile  
Verizon Wireless  
800 Tel Global  
Lexus of Las Vegas  
Toyota  
Findlay Honda  
Cox Communications  
Century 21  
Countrywide Realty  
Properties of America  
Allstate Insurance  
AIG  
Farmers Insurance  
New York Life Insurance  
Prudential Financial  
State Farm Insurance  
Pacific Care  
American Family  
U.S. Trading Company  
Applebee's Restaurant  
Todai Restaurant  
Sam Woo Chinese Restaurant  
Onami Restaurant  
Ranch 99 Market  
Hawaii Supermarket  
Ding Ho Supermarket  
Lee Lee Supermarket  
Super L Supermarket  
The 17<sup>th</sup> St Supermarket  
Shun Fat supermarket  
Asian Pacific Plaza  
555  
Shiseido Cosmetics

## 每期廣告價格 Advertisement Price List (Per Issue)

	Full Page	1/2 Page	1/4 Page	1/8 Page
<b>FIRST PAGE</b> (Inside of Front Cover)	\$1,650	N/A	N/A	N/A
<b>LAST PAGE</b> (Inside of Back Cover)	\$1,430	N/A	N/A	N/A
<b>BACK COVER</b>	\$2,100	N/A	N/A	N/A
<b>COLOR GLOSS</b>	\$880	\$480	N/A	N/A
<b>COLOR NEWSPRINT</b>	\$680	\$380	\$280	\$180

\*Next Weekly is a proven advertising channel and we offer a money-back guarantee. Contact us for more details.

1. 簽約四期以上不收廣告設計費.少於四期酌收設計費(廣告費的20%)

Free design with ad posting for 4 consecutive weeks and above, otherwise a 20% of the per issue ad charge will be applied as artwork fee in addition to the total amount charge.

2. 廣告設計完成後可改動一次,超過一次酌收改動費(廣告費的10%)

One time free ad revising after finished artwork, otherwise a 10% of the total ad charge will be applied as ad revising fee in addition to the total amount charge.

3. 預付全部廣告費可得額外10%優惠 10% off of the total ad charge will be given to customer who pays in full at the time of signing contract.

4. Please contact us for online advertising at [www.1nextweekly.com](http://www.1nextweekly.com)

## SPECS:

Bleed size: 8.625"(W) x 11"(H)

Finish size: 8.125"(W) x 10.5"(H)

Image size: 7.75"(W) x 10"(H)

## 新一週 (亞省/加州/內州) 廣告合約

### NEXT WEEKLY \* NEWSZINE

#### (Arizona/California/Nevada)Advertising Agreement

刊登人 Advertiser: \_\_\_\_\_

公司地址 Address: \_\_\_\_\_

郵遞地址 Mailing Add.: \_\_\_\_\_

電話 Telephone: \_\_\_\_\_

傳真 Fax: \_\_\_\_\_

聯絡人 Contact: \_\_\_\_\_

職位 Title: \_\_\_\_\_

手機 Cell Phone: \_\_\_\_\_

電郵 E-mail: \_\_\_\_\_

版面 Position	顏色 Color	尺寸 Size	次數 Frequency	起始日期 Starting Issue	截止日期 Ended Issue.	每期價格 Price/Issue	合計金額 Total Amount

1. 本合約在到期前將自動續約而不需另行通知且續約次數不限，如在本合約中另有說明則除外。合約雙方有權提前7天以書面通知對方終止或恢復本合約及其續約。

**This agreement will be automatically renewed for unlimited times without notice** unless otherwise stated in this agreement. The original and renewed agreement can be terminated or reinstated by either party with a written notice 7 (seven) days in advance.

2. 廣告費用在每期廣告刊登後須即時繳付。過期30天以上的金額將被收取10%的罰金。如果刊登人有發票30天以上過期未付款，壹週報/新一週有權終止本合約而不需另行通知，而刊登人仍須立即繳付全部未付金額和罰金。

All fees are due upon each issue of the above ad being published. A 10% late fee will be assessed for any amount 30 days past due. In the event an invoice billed to the Advertiser is 30 days past due, Next Weekly / Newszine reserves the right to terminate this agreement without notice and all outstanding balance plus any late fee will remain due.

3. 刊登人須在第一期廣告出版後及時檢查錯誤。否則對於之後的廣告中不嚴重影響廣告價值的錯誤，壹週報/新一週概不負責。

It is the Advertiser's responsibility to read his/her ad for errors the first time it appears. Next Weekly / Newszine assumes no responsibility after the first insertion, nor for errors not affecting the value of the ad.

4. 壹週報/新一週保留修改廣告之權利並且對廣告內容不付任何法律責任。

Next Weekly reserves the right to amend any ads and assumes no legal responsibility for contents in any ads with client's approval.

凡在合約期滿前，解除合約或終止廣告，壹週報/新一週有權額外收取合約剩餘期數50%的廣告費為罰款。需要10日前用書面通知壹週報/新一週。

Charge a fine of 50% ad fee if advertisers terminate their advertisements within the effective dates of

advertising agreement, and a written notice should be sent to Next Weekly / Newszine 10 days in advance.

總金額Total Amount : \_\_\_\_\_  現金 Cash  支票 Check #: \_\_\_\_\_  
支票抬頭請寫 NEXT WEEKLY。 Please make check payable to NEXT WEEKLY.

\_\_\_\_\_

The undersigned parties have read and agreed to all terms and conditions in this agreement.

_____	_____	_____	_____
刊登人授權簽名 Advertiser's Authorized Signature	全名正楷 Print	職位 Title	日期 Date
_____	_____	_____	_____
壹週報授權簽名 Next Weekly Authorized Signature	日期 Date	A. E.	C. S.

**Notes:**