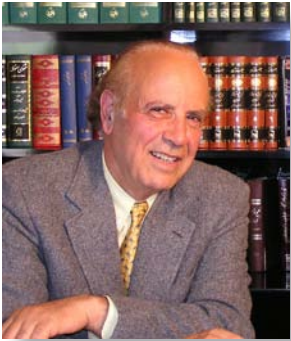


LETTER FROM THE EDITOR



Culture, Arts, History

Each one of us has roots that can be traced back to lands far from the United States. The culture and history of our ancestors provide part of the mold of our character. Persian immigrants to the United States are young in comparison to other immigrant groups such as the Italians, Irish, Chinese, etc., who have over the year's successfully added aspects of their culture and customs into the beautiful American mix.

In 1979, my family and I had the privilege to immigrate to the United States, five years later we became United State's citizens. Persian-Americans have had a difficult time adding their customs and traditions into the American culture due to the political climate. It saddened me to see individuals deny their heritage, culture and ethnicity rather than share it with their new society. It was for that reason

I began this publication. I wanted my culture to be equally as important to American history, as any other. Today, I am proud to say that Persian-Americans have made a place for themselves in the United States, as you will read in this media presentation.

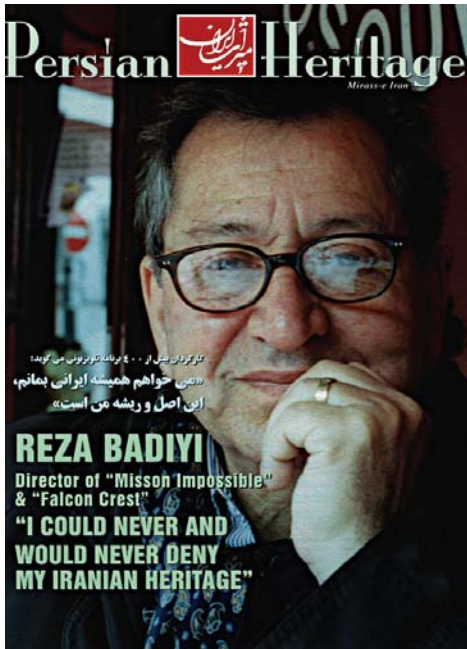
We hope that you will, seriously, consider what this magazine and newspaper, as well as the Persian-American community, can offer your business.

Sincerely,
Dr. Shahrokh Ahkami

AUDIENCE PROFILE

DEMOGRAPHICS

The Persian community is an affluent consumer audience whose average household income exceeds \$ 75,000, annually.



Issue featuring Reza Badiyi

Our Audience

Population, in the U.S., claiming primary and secondary Iranian ancestry averaging 2.5 million

Men: 49 %
Women: 51 %

Household Income

\$50,000	79%
\$75,000	62%
\$100,000	49%
\$150,000	26%

Age

18-35	55%
25-55	75%
35-55	48%
55+	13%

Education

Undergraduate College	56.6 %
Graduate College	26.2 %
Post Graduate College	12.3%

Source: Data has been compiled during the course of fifteen years of data collection in conjunction with academic sources.

ADVERTISE WITH PERSIAN HERITAGE

The Persian community in the United States and the world is one whose achievements should not be ignored. It is a community with a steady upward growth whose ability to overcome the greatest of obstacles is reflected in their success as individual citizens and professionals. The average individual income exceeds \$75,000.00, making this an important consumer and investor group.

Today "diversification" is a key word in business. As decision makers, I am sure you are constantly seeking new and unique advertising venues and communities in which to offer your goods and services. Persian Heritage publications will provide this to you. This quarterly magazine and monthly newspaper is printed in English and Persian.

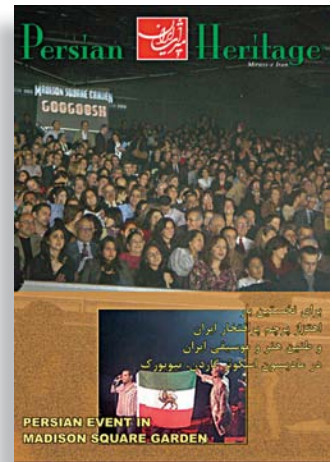
Currently we have an estimated circulation exceeding 100,000 issues. The publications are distributed through subscription and direct sales. They can be found on the shelves of the most prestigious institutions.

Compared to other periodicals, you may consider our circulation small. We, however, offer a unique advantage. Our readers are a captive audience who are committed to furthering Persian culture, history and Arts.

Over 3,000
Years
of
History

Persian Heritage publications shelf life is over one year. This, coupled with our competitive advertising rates, equates to your advertising dollars being well spent. The quarterly publication and monthly newspaper are printed in English and Persian making it a unique vehicle to introduce your business and product to this community.

We thank you for your consideration and hope that you will decide to use Persian Heritage publications to promote your business.



MAGAZINE ADVERTISING RATES



Issue featuring Cyrus Nowrasteh

MECHANICAL SPECIFICATIONS

SIZE		RATES
Full Page	Inside Cover	\$ 1500.00
	Inside Page, Color	\$ 800.00
	Inside Pages, Black & White	\$ 400.00
1/2 Page		\$ 250.00
1/4 Page		\$ 150.00
1/8 Page		\$ 75.00

SPECIAL RATES, 1 YEAR/4 ISSUES

SIZE		RATES
Full Page	Inside Cover	\$ 4000.00
	Inside Page, Color	\$ 2400.00
	Inside Pages, Black & White	\$ 1200.00
1/2 Page		\$ 800.00
1/4 Page		\$ 400.00
1/8 Page		\$ 250.00

Newspaper - PRINTED MONTHLY ADVERTISING RATES

MECHANICAL SPECIFICATIONS



INSIDE PAGES	ONE ISSUE	6 ISSUE	12 ISSUES
		DISCOUNTED RATE, PER ISSUE	DISCOUNTED RATE, PER ISSUE
Full Page	\$ 600.00	\$ 450.00	\$ 400.00
1/2 Page	\$ 450.00	\$ 300.00	\$ 250.00
1/4 Page	\$ 250.00	\$ 200.00	\$ 175.00
1/8 Page	\$ 150.00	\$ 125.00	\$ 100.00
1/16 Page	\$ 100.00	\$ 75.00	\$ 50.00

SPECIAL PAGES	ONE ISSUE	6 ISSUES	12 ISSUES
		DISCOUNTED RATE, PER ISSUE	DISCOUNTED RATE, PER ISSUE
Inside Front Cover	\$ 1200.00	\$ 1000.00	\$ 800.00
Page Three	\$ 1500.00	\$ 1200.00	\$ 1000.00
Inside Back Cover	\$ 1000.00	\$ 900.00	\$ 700.00
Back Cover	\$ 2000.00	\$ 1800.00	\$ 1500.00

FRONT PAGE	ONE ISSUE	6 ISSUES	12 ISSUES
		DISCOUNTED RATE, PER ISSUE	DISCOUNTED RATE, PER ISSUE
1/2 Page	\$ 2800.00	\$ 2500.00	\$ 2000.00
1/4 Page	\$ 1500.00	\$ 1300.00	\$ 1200.00
1/8 Page	\$ 600.00	\$ 550.00	\$ 500.00
1/16 Page	\$ 350.00	\$ 300.00	\$ 250.00
1/32 Page	\$ 250.00	\$ 150.00	\$ 100.00

**New
Discounted
Rates**

ADVERTISING CONTRACT

Advertiser: _____ Company: _____

Address: _____

City: _____ State: _____ Zip Code _____

Phone: _____ Fax: _____

Date: _____

PRODUCTION AND/OR ADVERTISING SPECIFICATIONS

Pricing Information (Deposit required on all orders)

Ad Size, Magazine: _____, \$ _____ per issue

Ad Size, Newspaper: _____, \$ _____ per issue

Television: _____, \$ _____

Total: \$ _____

NOTES:

PAYMENT

50% Deposit Required on All Ads \$ _____

Balance Due \$ _____

ACCEPTANCE

By: _____ Date: _____
Advertiser

Print Name: _____ Position/Title: _____

By: _____ Date: _____
Account Executive Signature