

# SOMALI AMERICAN

www.theSomaliaAmerican.com

Finding Somalia in America

**50,000 attend Somali Week**  
A Question of Character  
Around the Diaspora  
Somali-U.S. Olympian is against Trump Travel Ban  
Hassan Mead  
Caruuta Iyo Macalamin Ta Maxaa Kala Hayst?  
Program is a twist of American tradition  
Justice Denied? Blame in aftermath of relationship  
ILA QOSOL  
BOOQKII FARTA LA' AA  
Dadki Hore

**Eid Mubarak**  
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## Do you know how to reach Minnesota's Somali community?

More than 60,000 Somalis reside within the Somali American distribution network.

**INTRODUCING CENTURYLINK PRICE FOR LIFE HIGH-SPEED INTERNET**  
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MediaKit

# Universal TV Somali: **42,000 daily viewers**

## Somali MN Facebook: **25,000 likes**

### Print Circulation: **10,000/issue**



**Stand up and be counted**

Thousands of Somali Americans turned out at their precincts to caucus on April 5 and again on April 29 throughout the city of Minneapolis.

**Somali American Media** is a print/online publication that circulates the Somali community in Minneapolis and surrounding areas including Rochester and St Cloud. 10,000 units are strategically distributed free of charge to over 200 businesses, schools, mosques and libraries where the Somali population live, work, shop and worship. The website is updated weekly and has its own unique followers.

## Facebook Founder eats iftar meal in Minneapolis



## Hundreds attend solidarity feasts rejecting anti-Islam protests in St. Paul

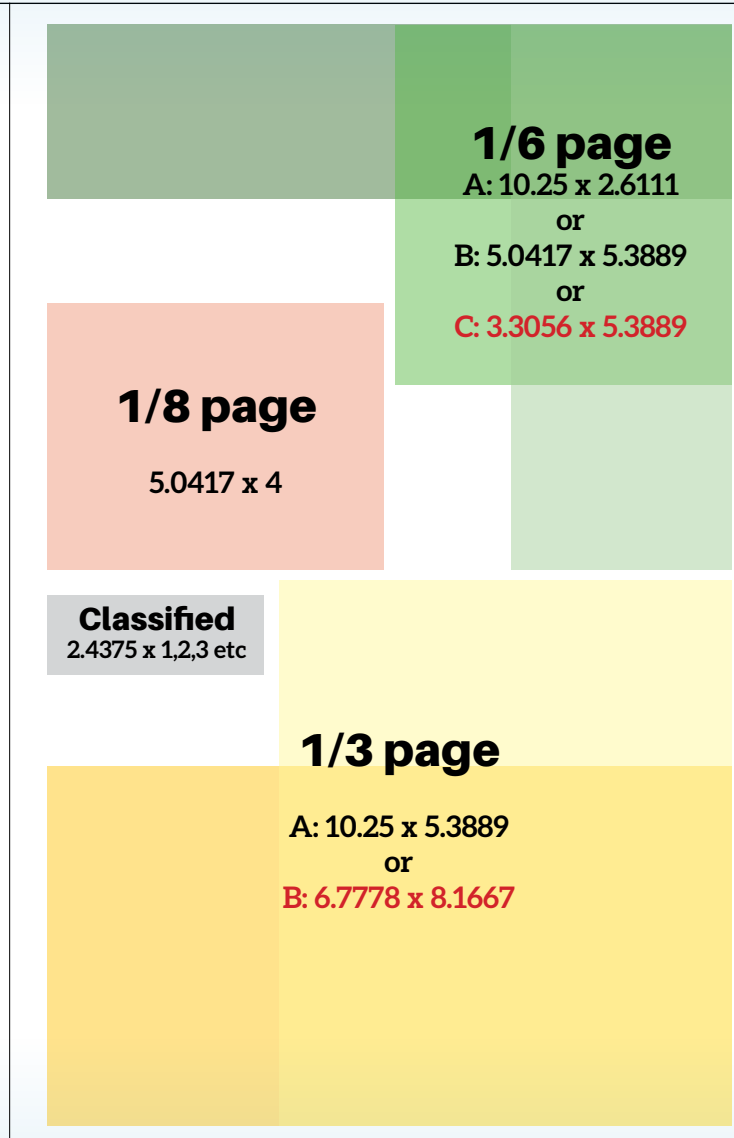
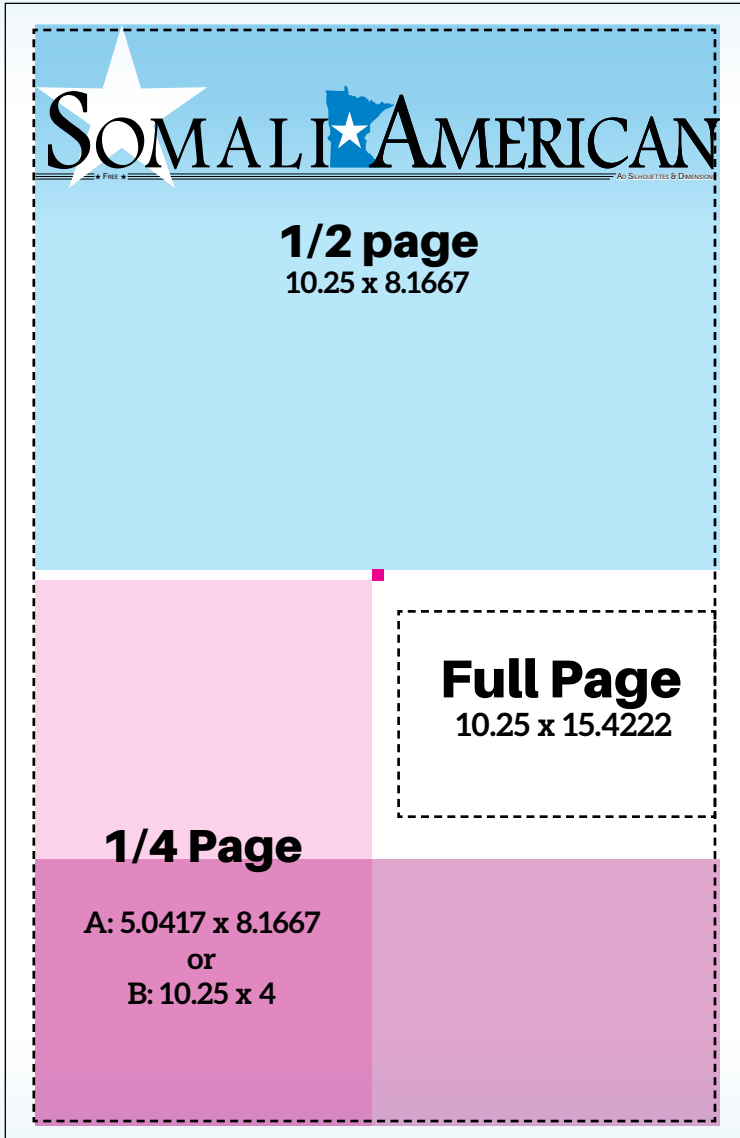


According to a recent study, the purchasing power of the Somali community is estimated to be \$800 million annually in the Twin Cities, with an estimated market for products and services of just under \$400 million. Our readers consist of people from all walks of life including blue collar workers, entrepreneurs, government workers, military personnel, public officials and more.

Almost half of the Somali population in Minnesota resides in Minneapolis. Just like any other immigrant population, the Somali population tend to live in the same neighborhoods, pray in the same mosques, eat at the same restaurants, go to the same schools and do business with the same companies. That condensed living gives this publication the leverage to reach over **60,000 Somalis** with every issue.

# Print Ad Silhouettes

Premium Placement: + 10%  
 Inserts: \$100 per thousand. 5000 minimum  
 Content Sponsorship: \$500 per article (includes both print and online)



## Print Ad Rates

Color rate/ B&W rate

**Full Page** (back cover, color only) **\$2690**

**Full Page** (random page, color only) **\$1794**

**Front Cover** (1/4 page) **\$1344**

**1/2 Page** **\$896/\$796**

**1/3 Page** **\$688/\$788**

**1/4 Page** (color only) **\$447**

**1/6 Page** **\$330/\$247**

**1/8 Page** (color only) **\$241/\$192**

**Classified Ads**  
 (minimum 3 inches x 2.437" column)  
**\$33/column inch**

# Web Stats

www.thesomaliamerican.com

## Website Analytics

Daily site visitors: 79

Monthly site visitors: 2400

Monthly Unique visitors: 480

Page Views/visitor: 2.3

Time on site: 1.58 minute

Frequency Discount	
2-10	5%
11-24	10%
25-48	20%
48+	30%

# Web ad Ratesheet

TYPE of ad	SIZE (Flash or Gif)	PRICE/month
Page Takeover	Full Screen	\$700
XL Leaderboard	1180 x 181	\$450
Std Leaderboard	728 x 90	\$357
Full Banner	468 x 630	\$218
Large Square	336 x 280	\$141
Skyscraper	160 x 600	\$298

# Campaign Options

Campaign Level	MAX-EXPO	EXTRA-EXPO	BASE-EXPO
Monthly Ad Reach	45,000 people	30,000 people	15,000 people
Website Ad	Full banner leader-board GIF/Flash	Skyscraper right panel GIF/flash	Static square box ad right
Social Media Plugs	Weekly	Monthly	none
Front Cover	2 issues	1 issue	none
Original Content Page	2 issues	1 issue	none
Print content change	Monthly	Bi-monthly	none
Web Ad content change	Weekly	Monthly	none
Campaign Duration	12 - 24 months	6 - 10 months	3 - 6 months

# Somali TV MN One-time Ad Rates

REACH (Daily)  
25,000 Somalis in MN

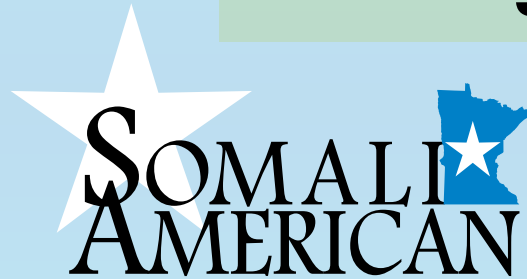
PRICE:  
**90 Second: \$750**  
**180 Second: \$1275**

# Somali Cable Monthly Rates (Universal TV)

REACH (Daily)  
42,000 Somalis in MN  
250,000 Somalis global

One (1) airing/day  
**30 days**  
**60 seconds**

**\$1150/month**  
**\$38 per airing!**



# Somali American Reach vs. Population

Neighborhood	Somali pop	Circulation
Cedar riverside	7684	2600
Seward franklin	5492	1020
Lake-Blaisdale	6810	822
South Minneapolis	6597	990
NE Minneapolis	4855	295
North Minneapolis	2420	845
S Minneapolis	7623	1566
Bloomington	1250	450
Bloomington	850	220
Burnsville	1300	200
Rochester	2620	175
Rochester	1477	155
Saint Cloud	2127	255