



Dear Advertising Supporters:

Wa Sung Community Service Club is excited as the Year of the Rabbit approaches, we share some of the traits of the Rabbit such as *high spirited and memorable* as we go forward with our annual directory. We will continue to offer a **5% discount** for early advertisers to the end of December 31,2022! This year, we are happy to announce a new collaboration sponsor, the Oakland Chinatown Chamber of Commerce who is reaching out to you to be a Directory Sponsor and/or to place an advertisement.

Our Community Directory will continue to be printed in vibrant color and available online! The new and exciting part is now the community will also be able to access your website directly from your advertisement by clicking on your ad in the **Online Interactive Directory!** With this new enhancement, your business will be brought to life at a click of a button! The Directory will also be accessible through the **Wa Sung QR code**, as seen above, to create even more visibility to your ad! This is the *"memorable"* we are using from the Rabbit's trait to showcase your business advertisement in a new way! The *"high spirited"* trait will be shown in our community directory through the emphasis on the future development of Chinatown and its surrounding areas, history of the Wa Sung Community Service Club, street directory of Chinatown and listing of businesses, government agencies and nonprofit organizations. Hard copies will also be available to those who are unable to access our directory online. The distribution covers the Greater Bay area and social media is limitless!

The layout of the ads come in different sizes including business card, 1/3-page, 1/2- page and full-page size. Remember, all ads will be in vivid color! If you place your 2023 advertisement ad with the payment by 12/31/22, we will give you a **special 5% discount!** After the discount deadline, the regular fee will be implemented.

	<u>5% DISCOUNT</u>	<u>REGULAR PRICE</u>
• Directory Sponsor (5 x 8) incl membership	\$950.00	\$1000.00
• Inside Front or Back Covers (5 x 8)	\$617.50	\$650.00
• Inside Page 1 or Centerfolds (5 x 8)	\$593.75	\$625.00
• Full Page (5 x 8)	\$399.00	\$420.00
• Half Page (5 x 4)	\$237.50	\$250.00
• One-Third Page (5 x 2-1/2)	\$161.50	\$170.00
• Business Card (3-1/2 x 2)	\$104.50	\$110.00

Wa Sung Community Service Club is purely nonprofit. Every ad that you place in the community directory will enable us to help the community in promoting educational & community services. The first issue of the Directory debuted in **1962** and continues to be a **FREE** resource to the community! We kindly ask for your help by advertising to make this a positive revenue publication. The advertisement form is also available online at wasung.org.

Thank you for your continuous support and here is an online sample: <https://tinyurl.com/22h7wnlw>

Karen Dea, President

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