

Indian Americans represent the wealthiest ethnic demographic in North America, with a median household income of approximately \$152,000 USD, nearly double the national average.

The Indian American population grew by 55% over the past decade and surpassed Chinese Americans as the largest "Asian-alone" group. The South Asian population is now the fastest-growing racial or ethnic group in the United States, doubling between 2003 and 2023.



77% of Indian Americans aged 25 and older have a bachelor's or advanced degree, making this demographic the most educated amongst all population segments in North America.

## WEBSITE ADVERTISING RATES

Home Page Hero Banner	\$850/week or \$3,100/month
Right Column Feature	\$600/week or \$2,200/month
Front Page Story Feature	\$450/week or \$1,550/month
Sponsored Story	\$450 per story
Category Page Banner	\$250/week or \$900/month

## EVENT FEATURES

Event Feature (Home Page)	\$550 per week or \$1,800 per month
Full Feature Package	\$1,150 per event

## NEWSLETTER & EMAIL ADVERTISING

Top Banner Placement in Full North American List	\$700/week or \$1,200/month
Bottom Banner Placement in Full North American List	\$400/week or \$700/month
News Feature Placement in Full North American List	\$600 per feature

## DEDICATED EMAIL BLAST

Large Company Feature to Regional List	\$800 single or \$1,300 for two
Large Company Feature to National List	\$1,500 single or \$2,400 for two

## EVENT MARKETING PACKAGES

### Premiere Package - \$2,500 per event

Includes:

- One inclusion in the full newsletter
- One regional newsletter feature
- Article creation + home page placement
- Event page feature (if available)
- 3-6 social media posts or mentions
- Optional interview feature

Best for community or local events seeking visibility across multiple platforms.

## VIP PACKAGE

### Elevated Package - \$5,500 per event

Includes:

- One inclusion in the full newsletter
- One dedicated email blast
- One regional newsletter
- Article featured on the home page
- 6-10 social media posts or mentions
- South Asian WhatsApp group mention
- Discount code and ticket link inclusions
- Featured contest or giveaway (client-branded contest promoted via social + newsletter) - must provide prizes.
- Ad campaign setup. Separate budget needed

Best for large-scale concerts, tours, or brand campaigns.

**LOOKING FOR SOMETHING MORE CUSTOMIZED?**

Email - [Hello@Sanskarsavvy.com](mailto:Hello@Sanskarsavvy.com)

[SanskarSavvy.com](http://SanskarSavvy.com)