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Newspaper *The Russian America* is the single Russian periodical publication issued in the Midwest USA. It has been established by New Ad Age International, INC. in 2002. The newspaper publishes biweekly with circulation of 6-8 thousand copies. The newspaper has 24 pages. Page size is 11 X 17 in. (standard tabloid size). The publication is distributed free of charge in Arkansas, Arizona, Illinois, Kansas, Kentucky, Missouri, Massachusetts, Oklahoma, South Dakota, North Dakota, Iowa, Tennessee, Louisiana, Mississippi, Florida and Texas. There is a big Russian population in these states. According to the Census of 2000, 151,000 Russians live in Massachusetts, more than 100,000 – in Illinois, more than 100,000 – in Texas, 45,000 - in Missouri. Every tenth citizen of the State of Kansas is a descendant of Russian Germans, who emigrated from Russia in the last century

It is also possible to subscribe to the newspaper at very low rates. Among our subscribers, there is a great number of Russian-language professors and students all over the United States. (Today 120 American schools have Russian language in their curriculum. *The Russian America* runs a contest especially designed for American students who study Russian.)

The main aim of *The Russian America* is to provide the Russian population with truthful, substantial, and appealing information, as well as to introduce businesses to the Russian community.

Several factors that attract advertisers to *The Russian America* are:

- *The Russian America* is the only one Russian newspaper in the Midwest
- The publication is distributed free of charge and is available to many people
- The interesting articles of our journalists and the format of *The Russian America* encourage the readers to return again and again to what they have already read
- We can make the design of your ad in Russian or in English at no extra cost

By selecting *The Russian America*, you offer your products and services to a large number of Russian people. We are open to negotiations and search of mutual forms of cooperation.

Respectfully,
Valeriy Tarasov, publisher