

You are cordially invited to check us out...  
featuring

*Twenty Outstanding Filipinos Abroad* (TOFA)

and the Chicago Filipino American  
**HALL OF FAME**

PINOY GLOBAL ONLINE NEWS  
(PGON)  
WWW.FILAMIMAGE.COM



**MEMBER SINCE 1993**

*The Filipino Magazine*

**FILIPINO IMAGE**

*Since 1987 • Washington D.C*

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## **Who reads the Pinoy Global Online News?**

*Filipinos from all walks of life. Financially independent, middle, working and average classes of Filipinos. Readers of the popular web site: WWW.FILAMIMAGE.COM, or commonly known as “regular scanners” include diplomats, OFW (overseas foreign workers), compatriots (Filipinos residing abroad); professionals and nonprofessionals such as politicians, physicians, lawyers, realtors, engineers, architects, construction workers, and many, many others .... entrepreneurs, students, homemakers, etc.*

*Pinoy Global Online News (PGON) is 24/7 - twenty four hours a day, seven days a week. It has “lead stories” daily : positive and negative news. Very balanced.*

## **Who reads the FILIPINO IMAGE Magazine?**

*The FILIPINO IMAGE, originally FIL-AM IMAGE, is all about the Filipino achievers of the community who are outstanding and have achieved positive image of not only for the Filipino community across the continents but the mainstream community as well. They are called “Circle of Leaders.”*

*FILIPINO IMAGE Magazine is distributed mostly to the TOFA awardees, to their friends and associates in the United States, Canada and other major areas in the world.*

*The FILIPINO IMAGE Magazine is available at the web site - pro bono. From the cover page up to the last page. Readers will view all the pages including all ADs. Unique! World-class!*

## **Who are the TOFA ?**

*Until last 2006, since 1990, Twenty Outstanding Filipino-Americans (TOFA) in the United States and Canada are selected and invited to come and be honored for three days of festivities at the Nation’s Capital – Washington, D.C. In 2007, the TOFA is now known as “Twenty Outstanding Filipinos Abroad”. Awardees are from other parts of the globe in addition to the United States and Canada. PGON web site: WWW.FILAMIMAGE.COM is the only one that boasts of having the bio-data of the 280 TOFA Past Awardees and the 2006 & 2007 Chicago Filipino American Hall of Fame Awardees .*

## **Who are the Chicago Filipino American Hall of Fame ?**

*In 2006, Chicago’s VIA TIMES NEWSMAGAZINE and the Chicago Philippine Reports TV and Washington, D.C.’s FILIPINO IMAGE MAGAZINE (FILIM) and PINOY GLOBAL ONLINE NEWS (PGON) initially joined forces in highlighting Filipino positive image globally.*

## **Unparalleled and Incomparable Force**

*By joining forces in highlighting positive image of Filipinos globally, an unparalleled and incomparable force has emerged! Global Filipinos can proudly claim that they are at par and as talented in all endeavors and in various fields or professions.*



# WWW.FILAMIMAGE.COM

## The Web Site To Click

### What are the targeted areas of PGON?

Foremost in the list are the awardees of the Twenty Outstanding Filipinos Abroad (TOFA) and the HALL OF FAME awardees; their immediate relatives and friends, business associates, Filipino computer owners in the United States, Canada and the rest of Americas - Mexico, Peru, Brazil, Argentina, etc. Filipinos in the Middle East: Saudi Arabia, Abu Dhabi, Baghdad, Kuwait, etc. Filipinos in Europe: Great Britain, France, Italy, Spain, Germany, Moscow, Austria, etc. Filipinos in Asia including the Philippines, Hong Kong, China, Australia, Vietnam, Korea.

### How is PGON promoted?

Mostly by word of mouth. TOFA Past Awardees and Hall of Fame awardees inform their relatives and friends to open the web site and read their bio-data. Friends and friends of friends spread the word like wild fire. Additionally, when one is mentioned, specially with accompanying photograph, relatives and friends were informed. And the “clicking” starts., Filipinos who have the opportunity to open the PGON web site: WWW. FILAMIMAGE.COM will usually go back to the web site to check on various interesting news items presented both negative and positive about the Philippines; feature articles of mostly Fil-Am writers; checking on several Manila dailies; current reports from Philippine Government departments, including the “Office of the President”, “Department Foreign Affairs,” etc.

### What are the different “Menu” of PGON?

Menu # 1 - Main Menu - Pinoy Global Online News

- Lead stories • Manila daily media • Philippine Government News
- 2007 TOFA Magazine • ONE MAN’S VIEW • AD RATES & INFO

Menu # 2 - Featured Articles

Menu # 3 - Twenty Outstanding Filipinos Abroad

- Bio-data of TOFA Past Awardees from 1990 to 2007

Menu # 4 - The Filipinos Abroad

- Philippine Ambassadors and Principal Officers in the world

Menu # 5 - Chicago Hall of Fame

- Bio-data of Chicago Hall of Fame 2006 & 2007

Menu # 6 - Los Angeles Reflections (Under construction/renovation)

- Articles from the West Coast

Menu # 7 - The Philippine Provinces

- Philippines’ 87 Provinces (Under constructions/renovation)

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# Pinoy Global Online News (PGON) FILIPINO IMAGE

## *Twenty Outstanding Filipinos Abroad (TOFA)* *in the Americas, Middle East, Europe, and Asia*

### Advertising Rates by Duly Approved PGON Representative

#### **FULL COLOR at PGON :**

Full page with "Link" - 30 Days Minimum • Maximum - 180 days  
RATES AS AGREED BY **PGON** REPRESENTATIVE & ADVERTISER

### Corporate Advertising Rates as shown in the web site:

#### **FULL COLOR at PGON :**

Full page with "Link" - 30 Days : \$2,500.00  
Maximum - 180 days

### PGON Web Site AD Rates :

30 Days Insertion Minimum - 1 inch

### FULL COLOR - FILIPINO IMAGE MAGAZINE (FILIM)

CAMERA-READY AD - Approval by Main Office Only

- Back Cover page: \$5,000.00 • Inside/Back Cover page: \$3,000.00
- Full page: \$2,500.00 • Call for AD Rates



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All ADs CAMERA-READY • All 'LINK' Pre-Produced

Amount Enclosed: \_\_\_\_\_ Number of Days \_\_\_\_30 Days \_\_\_\_90 Days \_\_\_\_180 Days

Name of Authorized Individual : \_\_\_\_\_ EMAIL: \_\_\_\_\_

Company's Name : \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ FAX : \_\_\_\_\_

\_\_\_\_\_ Cell Phone: \_\_\_\_\_

Remarks or Special Instructions : \_\_\_\_\_

Approved by PGON Representative : \_\_\_\_\_ Date: \_\_\_\_\_

Approved by ADVERTISER: \_\_\_\_\_ Date: \_\_\_\_\_