

# El Leñador

## DISPLAY AD SIZES & RATES

*All Advertisements Run in Color*

|              | DIMENSIONS<br><i>width x height</i> | 1<br>MONTH | 2-3<br>MONTHS | 4<br>MONTHS | NON-<br>PROFIT |
|--------------|-------------------------------------|------------|---------------|-------------|----------------|
| 1/8 PAGE (V) | 2.375" x 5.25"                      | \$45       | \$39          | \$35        | \$39           |
| 1/8 PAGE (H) | 4.825" x. 2.5"                      | \$45       | \$39          | \$35        | \$39           |
| 1/4 PAGE (V) | 4.825" x 5.25"                      | \$65       | \$55          | \$50        | \$55           |
| 1/2 PAGE (V) | 4.825" x 10.75"                     | \$125      | \$115         | \$100       | \$115          |
| 1/2 PAGE (H) | 10" x 5.25"                         | \$125      | \$115         | \$100       | \$115          |
| FULL PAGE    | 10" x 10.75"                        | \$250      | \$235         | \$225       | \$237          |

## ONLINE ADS—[ElLenadornews.com](http://ElLenadornews.com)

BOX AD: 300 X 250 pixels

| 1 MONTH | 2-3 MONTHS | 4-MONTHS |
|---------|------------|----------|
| \$60    | \$50       | \$50     |

### WHY ADVERTISE IN EL LEÑADOR?

*Award-winning, HSU student-run newspaper*

An English / Spanish monthly newspaper providing news to diverse communities since 2013.

*The only newspaper serving Spanish speakers in Humboldt County.*

*3,000 copies distributed:*

40+ locations on HSU's campus plus additional locations in Arcata, Eureka, Fortuna, McKinleyville and Trinidad.

### ¿SE HABLA ESPAÑOL!

Email: [ElLenador.ads@gmail.com](mailto:ElLenador.ads@gmail.com)

Phone: 707-826-3259 Fax: 707-826-4770

Issue:

September  
October  
November  
December

Camera-ready Ads\* Due:

August 31  
September 28  
October 26  
November 30