



The student-run English and Spanish newspaper

# ADVERTISING CONTRACT

Contract No: EL2122-\_\_\_\_\_

ADVERTISEMENT		RUN DATES*				COST	WHICH ISSUE?
	DIMENSIONS width x height	1 MONTH	2-3 MONTHS price per issue	4+ MONTHS price per issue	NON- PROFIT/ STUDENT GROUPS price per issue		<b>Fall 2021/Spring202</b>
<b>PRINT AD</b>							<input type="checkbox"/> Online: _____
1/8 PAGE (V)	2.375" x 5.25"	\$45	\$39	\$25	\$25		<input type="checkbox"/> September <input type="checkbox"/> February
1/8 PAGE (H)	4.825" x 2.5"	\$45	\$39	\$25	\$25		<input type="checkbox"/> October <input type="checkbox"/> March
1/4 PAGE (V)	2.375" x 10.75"	\$65	\$55	\$50	\$55		<input type="checkbox"/> November <input type="checkbox"/> April
1/4 PAGE (H)	4.825" x 5.25"	\$65	\$55	\$50	\$55		<input type="checkbox"/> December <input type="checkbox"/> May
1/2 PAGE (V)	4.825" x 10.75"	\$179	\$149	\$139	\$149		Notes: _____
1/2 PAGE (H)	10" x 5.25"	\$179	\$149	\$139	\$149		_____
FULL PAGE	10" x 10.75"	\$299	\$279	\$249	\$279		_____
Design Fee	1 hour free						

ONLINE AD width x height (pixels)	1 Week price per week/per semester	2-3 Weeks price per week /per semester	1 Month price per month /per semester	4 MONTHS total price / per semester	NON PROFIT price per week	COST
S: 300 x 125	\$45	\$35	\$79	\$249	\$35	
M: 300 x 250	\$55	\$45	\$149	\$499	\$45	
L: 300 x 500	\$75	\$65	\$239	\$799	\$65	

**TOTAL DUE:** \_\_\_\_\_

## PAYMENT METHOD:

- ☐ Pay online with a credit card or check at:  
<https://commerce.cashnet.com/humboldthmo?CNAME=ADS>
- ☐ Invoice (You will receive an invoice from HSU)
- ☐ HSU Procard

Complete the information below

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

## El Leñador Advertising Guidelines:

- All ads must be finalized and received by the deadlines.
- The same ad will run in each issue unless we receive a new ad by the deadline at left.
- El Leñador is not responsible for errors or omissions in ads or copy submitted by you.

## DEADLINES:

### Print Issue

September  
October  
November  
December  
February—May

### Camera-ready Ads\* Due:

Sept. 3 - Friday, noon  
Oct. 1 - Friday, noon  
Oct. 29 - Friday, noon  
Nov. 24 - Wednesday, noon  
TBD

### Online Ads

Advertise any time

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

(City/State/Zip) \_\_\_\_\_

Company Authorized Signature: \_\_\_\_\_

El Leñador Representative: Andrea Juarez

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

HSU Chartfield: \_\_\_\_\_

Email: \_\_\_\_\_

Phone 1: \_\_\_\_\_ Phone 2: \_\_\_\_\_

Fax: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Fax: 707-826-4770