

SPRING 2022

A  
D  
V  
E  
R  
T  
I  
S  
I  
N  
G  
K  
I  
T

REACH  
DIVERSE AUDIENCES  
REASONABLE RATES

Rates on next page

# El Leñador

## WHY ADVERTISE WITH US?

Award-winning, Humboldt State University student-run newspaper

Since 2013, we have provided news to diverse communities.

The only newspaper serving Spanish speakers in Humboldt County.

## HOW TO ADVERTISE

1. Email [ELlenador.ads@gmail.com](mailto:ELlenador.ads@gmail.com) or download the contract form from [www.ellenadornews.com/advertise](http://www.ellenadornews.com/advertise)
2. Complete the form and return it by email.
3. Email us your ad before the deadline and pay in advance [online](#) by credit card, check or HSU Procard, or be invoiced after.

## DISTRIBUTION

Print edition distributed:

HSU campus

Arcata

Eureka

Fortuna

McKinleyville

Trinidad

## DEADLINES

### Print Issue

February

March

April

May

### Camera-ready Ads\*

Due at noon:

Jan.28 - Friday, noon

Feb. 25 - Friday, noon

March 25 - Friday, noon

April 29 - Wednesday, noon

### Online Ads

Advertise any time

## ¡SE HABLA ESPAÑOL!

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

El Leñador Newspaper | Humboldt State University

1 Harpst Street # Gist Hall 227 | Arcata, CA 95521

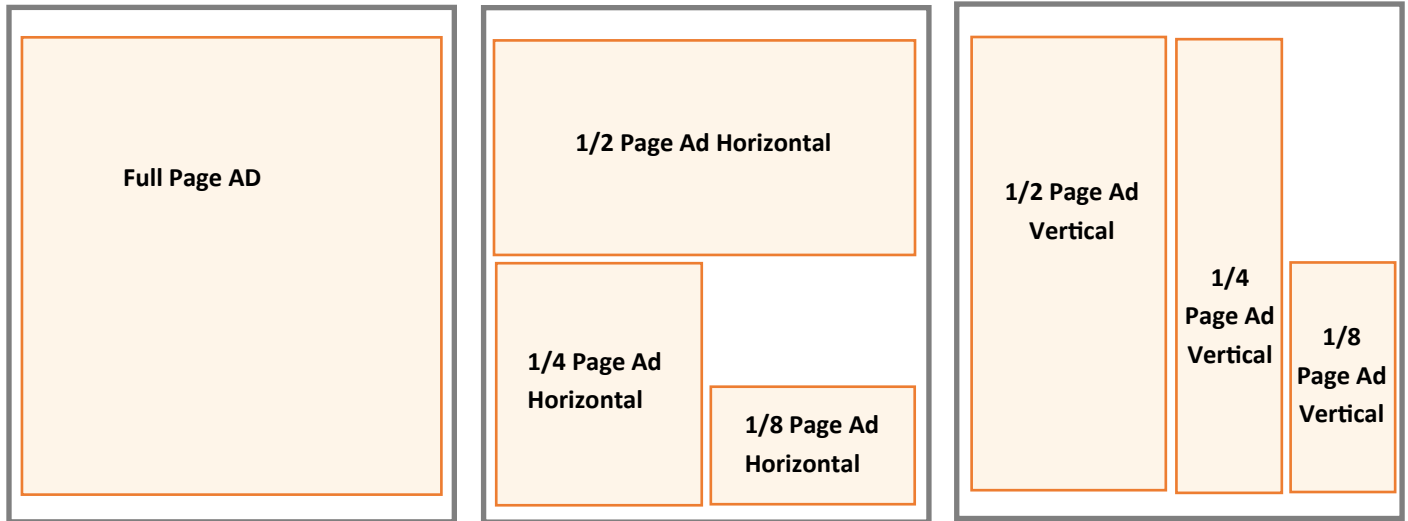
# ADVERTISING RATES

*\*Advertise 3 or 4 months*

*in print per semester and get a free online ad*

## PRINT EDITION AD

<b>All Advertisements Run in Color</b>	<b>DIMENSIONS</b> <i>width x height</i>	<b>1 MONTH</b> <i>price per issue</i>	<b>2-3 MONTHS</b> <i>price per issue</i>	<b>4 MONTHS</b> <i>price per issue</i>	<b>NON-PROFIT/STUDENT GROUPS</b> <i>price per issue</i>	<b>*MULTI-MONTH SEMESTER BONUS:</b> <i>FREE online ad for 1 month</i>
1/8 PAGE (V)	2.375" x 5.25"	\$45	\$39	\$25	\$25	None
1/8 PAGE (H)	4.825" x 2.5"	\$45	\$39	\$25	\$25	None
1/4 PAGE (V) *	2.375" x 10.75"	\$65	\$55	\$50	\$55	Small online ad
1/4 PAGE (H) *	4.825" x 5.25"	\$65	\$55	\$50	\$55	Small online ad
1/2 PAGE (V) *	4.825" x 10.75"	\$179	\$149	\$139	\$149	Medium online
1/2 PAGE (H) *	10" x 5.25"	\$179	\$149	\$139	\$149	Medium online ad
FULL PAGE *	10" x 10.75"	\$299	\$279	\$249	\$279	Large online ad



## WEBSITE AD—ElLenadornews.com

ONLINE BOX AD <i>width x height (pixels)</i>	<b>1 Week</b> <i>price per week</i>	<b>2-3 Weeks</b> <i>price per week</i>	<b>1 Month</b> <i>price per month</i>	<b>4 MONTHS</b> <i>total price</i>	<b>NON-PROFIT</b> <i>price per week</i>
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	\$749	\$65

View web ad size examples at [www.ellenadornews.com](http://www.ellenadornews.com)

## DEADLINES

<u>Print Issue</u>	<u>Camera-ready Ads* Due:</u>
February	Jan.28 - Friday, noon
March	Feb. 25 - Friday, noon
April	March 25 - Friday, noon
May	April 29 - Wednesday, noon
<b>Online Ads</b>	Advertise any time