

FALL 2022 | SPRING 2023  
**ADVERTISING KIT**



Cal Poly Humboldt's student-run bilingual newspaper

## WHY ADVERTISE WITH US?

Reach Humboldt County's diverse audiences

Reasonable rates, monthly publication + website

The only newspaper serving Spanish speakers in Humboldt County.

## PRINT DISTRIBUTION

- Cal Poly Humboldt & College of the Redwoods
  - Arcata
    - Eureka
      - Fortuna
        - McKinleyville
          - Trinidad

**¡SE HABLA  
ESPAÑOL!**

## AWARD-WINNING

### "Best Newspaper"

*Society of Professional Journalists multi-state Region 11 college newspaper competition - 2021; "Best non-weekly college newspaper" - California College Media Association 2016*

### "Best Website"

*California College Media Association 2021 & 2019*

## SEE OUR SPECIALS & DISCOUNTS

### HOW TO ADVERTISE

1. Email [ElLenador.ads@gmail.com](mailto:ElLenador.ads@gmail.com) with the ad size and dates.
2. An ad reservation form will be emailed to you; sign and return it.
3. Email us your electronic ad before the deadline and pay in advance online by credit card, check or HSU Procard. Repeat customers can be invoiced.

## DEADLINES

<u>Print Issue</u>	<u>Ads due at noon:</u>
September	Sept. 2 - Friday
October	Sept. 30 - Friday
November	Oct. 28 - Friday
December	Dec. 2 - Friday
February—May	TBD
<u>Online Ads</u>	<b>Advertise any time</b>

### El Leñador Newspaper

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

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

FAX: 707-826-4770

WEBSITE: [ElLenadornews.com](http://ElLenadornews.com)

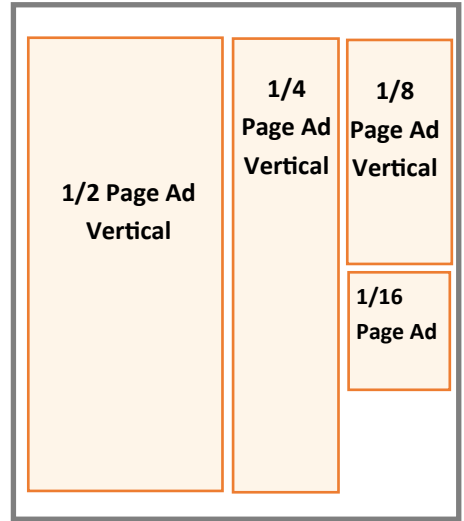
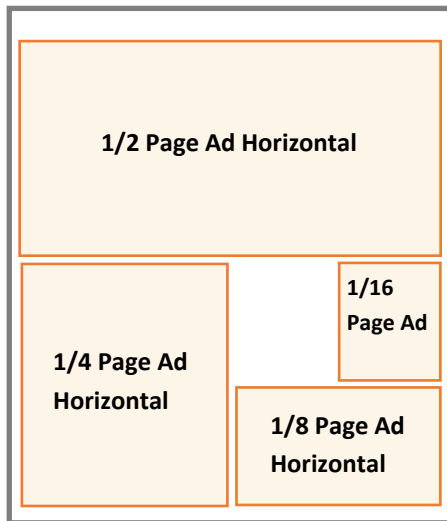
# ADVERTISING RATES

El Leñador

**Semester Specials\***  
 Save big when you advertise  
 all semester in print and online

## PRINT EDITION—DISPLAY AD

All Advertisements Run in Color	DIMENSIONS <i>width x height</i>	1	2-3	4	NON- PROFIT/ STUDENT GROUPS <i>price per issue</i>
		MONTH <i>price per issue</i>	MONTHS <i>price per issue</i>	MONTHS <i>price per issue</i>	
1/16 Page	2.375" x 2.5"	\$40	\$35	\$25	\$35
1/8 PAGE (V)	2.375" x 5.25"	\$65	\$55	\$50	\$55
1/8 PAGE (H)	4.825" x 2.5"	\$65	\$55	\$50	\$55
1/4 PAGE (V)	2.375" x 10.75"	\$95	\$85	\$75	\$85
1/4 PAGE (H)	4.825" x 5.25"	\$95	\$85	\$75	\$85
1/2 PAGE (V)	4.825" x 10.75"	\$295	\$265	\$250	\$265
1/2 PAGE (H)	10" x 5.25"	\$295	\$265	\$250	\$265
FULL PAGE	10" x 10.75"	\$499	\$475	\$425	\$475



## WEBSITE AD: EILenadornews.com

ONLINE BOX AD <i>width x height (pixels)</i>	1 Week <i>price per week</i>	2-3 Weeks <i>price per week</i>	1 Month <i>price per month**</i>	4 MONTHS <i>total price **</i>	NON PROFIT <i>price per week</i>
S: 300 x 125	\$55	\$45	\$100	\$249	\$45
M: 300 x 250	\$85	\$75	\$225	\$499	\$75
L: 300 x 500	\$100	\$90	\$325	\$749	\$90

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

## \*SEMESTER SPECIALS\*

All Print Editions + Sept, Oct, Nov. & Dec.	Website Ad = All Semester Sept, Oct, Nov. & Dec.	TOTAL COST <i>You pay</i>	Savings
1/8 page ad +	Small	<b>\$300</b>	reg \$449/save \$149
1/4 page ad +	Medium	<b>\$700</b>	\$795/save \$95
1/2 page ad +	Medium	<b>\$1,200</b>	reg \$1,499/save \$299
Full page ad +	Medium	<b>\$1,700</b>	reg \$2,199/save \$499