

FALL 2023 | SPRING 2024
ADVERTISING KIT

◀ **El Leñador** ▶

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 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 Cal Poly Humboldt Procard. Repeat customers can be invoiced.

DEADLINES

Print Edition

Print Issue Camera-ready Ad Due:

September	Sept. 1—Friday, noon
October	Sept. 29—Friday, noon
November	Oct. 27—Friday, noon
December	Dec. 1—Friday, noon

Online Ads

Advertise any time

El Leñador Newspaper

Cal Poly Humboldt | 1 Harpst Street, Bret Harte House | Arcata, CA 95521

EMAIL: ElLenador.ads@gmail.com

FAX: 707-826-4770

WEBSITE: ElLenadornews.com

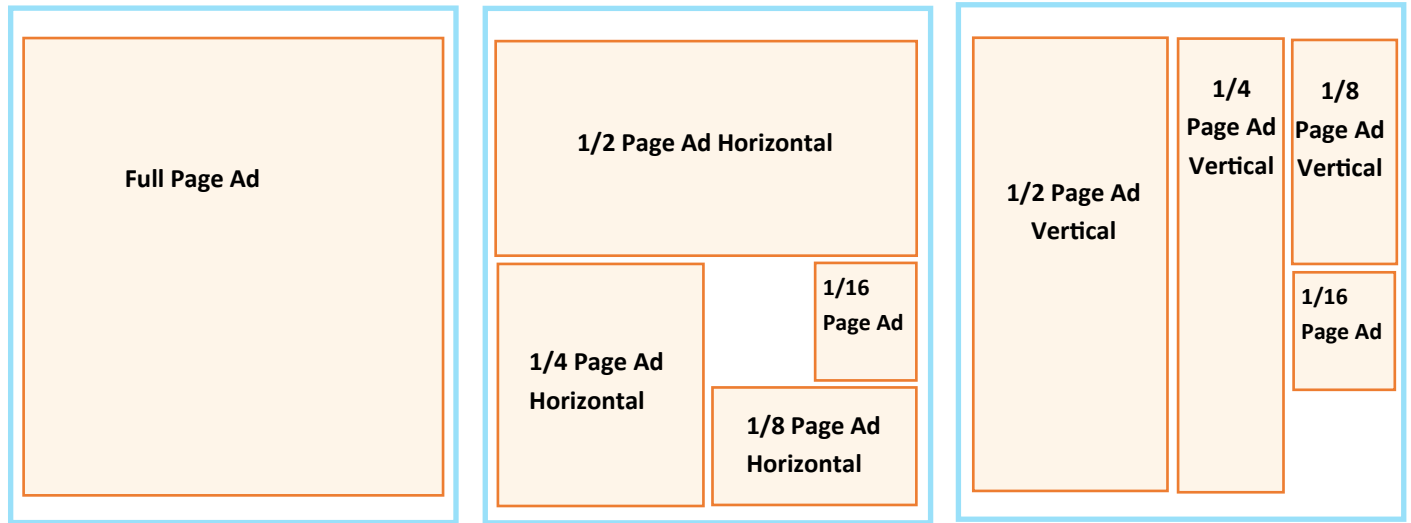
ADVERTISING RATES

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

SEMESTER SPECIALS

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