

FALL 2024 | SPRING 2025

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 ElLeñador.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	Aug. 30—Friday, noon
October	Sept. 27—Friday, noon
November	Nov. 1—Friday, noon
December	Nov. 22—Friday, noon

Online Ads

Advertise anytime

El Leñador Newspaper

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

EMAIL: ElLeñador.ads@gmail.com

WEBSITE: ElLeñadornews.com

PHONE: 707-826-4486

FAX: 707-826-4770

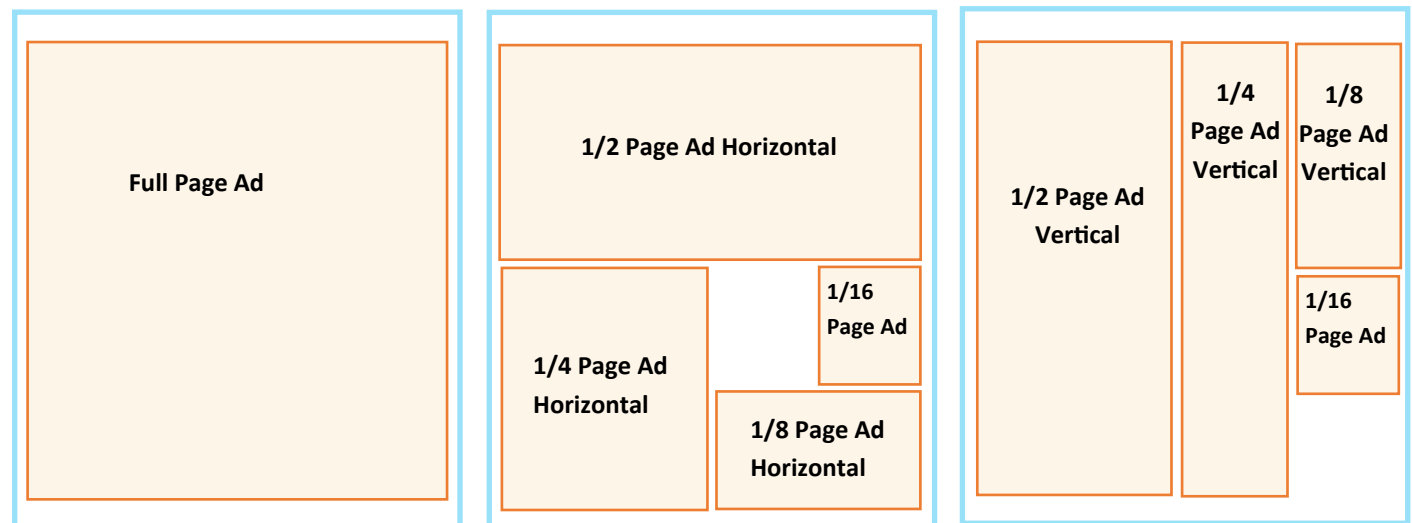
ADVERTISING RATES

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 MONTH <i>price per issue</i>	2-3 MONTHS <i>price per issue</i>	4 MONTHS <i>price per issue</i>	NON- PROFIT/ STUDENT GROUPS <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