Contact
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www.eltecolote.org

About El Tecolote
El Tecolote is a free bilingual Latino newspaper, continuously publishing since 1970. The longest running bilingual (English/Spanish) community newspaper in California, it aims to provide news content from a Latino Journalistic perspective. El Tecolote is published by Accion Latina, a 501 (c)(3) non-profit organization in the Mission District of San Francisco.

Print Advertising
Our newspaper is published every two weeks on Thursday, totaling in 25 issues per year, thus each insertion is visible for a two week period. Our circulation is 10,000, as is distributed to over 350 locations throughout San Francisco, Oakland, Berkeley,

### Advertising Rates

**Eight Page**
4.75” x 4”
B/W: $110
Color: $185

**Quarter Page**
4.75” x 8”
B/W: $220
Color: $385

**Half Page**
9.75” x 8” (H)
4.75” x 16” (V)
B/W: $440
Color: $690

**Full Page**
9.75” x 16”
B/W: $875
Color: $1,370

**Business Card**
3.5” x 2”
B/W: $45
Color: $110

**Online Advertising**

**Front Page Banner** (728 px x 90x)
$350/ 2 weeks

**Side Bar 1** (300px x 250x)
$168/ 2 weeks

**Side Bar 2** (125px x 125x)
$100/ 2 weeks

*Upload date can be accommodated upon request.*
## Packages

### Business Card

<table>
<thead>
<tr>
<th>Duration</th>
<th>Issues</th>
<th>Copies</th>
<th>Black and White</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Year</td>
<td>25</td>
<td>250,000</td>
<td>$840</td>
<td>$1955</td>
</tr>
<tr>
<td>Half Year</td>
<td>13</td>
<td>130,000</td>
<td>$420</td>
<td>$975</td>
</tr>
<tr>
<td>Quarter Year</td>
<td>7</td>
<td>70,000</td>
<td>$210</td>
<td>$490</td>
</tr>
</tbody>
</table>

### Eighth Page

<table>
<thead>
<tr>
<th>Duration</th>
<th>Issues</th>
<th>Copies</th>
<th>Black and White</th>
<th>Color</th>
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<tbody>
<tr>
<td>1 Year</td>
<td>25</td>
<td>250,000</td>
<td>$1955</td>
<td>$2060</td>
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<tr>
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<td>70,000</td>
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<td>$575</td>
</tr>
</tbody>
</table>

- Extra 5% discount added on for first time buyers.
- Extra 10% discount offered to non-Profits on one purchase per year.
  - Political Campaign Ads or commercial/business ads do not qualify for the non-profit discount.

### Separate Discounts

- 3-5 Ads: 10% Discount
- 6-10 Ads: 15% Discount
- 11-15 Ads: 20% Discount
- 16-25 Ads: 25% Discount

* Not added additionally to packages.

### Wish to create your own package?
Contact our Ad Manager, Valeria Olguin
advertising@accionlatina.org