El Tecolote provides original local news delivered from a Latinx journalistic perspective. Our coverage focuses on the San Francisco Bay Area, with occasional national and international news. Some quick facts about El Tecolote:
- Longest-running bilingual (English/Spanish) newspaper in California, since 1970
- Our newspaper is free to the public
- Published by Acción Latina, a 501c3 non-profit organization
- Member of the San Francisco Neighborhood Newspaper Association and New America Media
- We publish every other Thursday, or a total of 25 issues per year
- We have a circulation of 10,000

Serving the San Francisco Bay Area Latino Community since 1970
www.eltecolote.org  •  chiara@accionlatina.org  •  415.535.9899

// ABOUT EL TECOLOTE

English and Spanish language readers with an interest in news delivered from a Latinx journalistic perspective. Main topics include housing, health, immigration, arts and culture, environment, sports and criminal justice.

// NON-PROFIT SPONSORSHIPS

El Tecolote offers one free insertion per non-profit, per year, either in print or online.
- **Print**: One 1/8p BW ad, or a discount of equivalent value ($100) on a larger ad
- **Online**: One Sidebar 2 ad, or a discount of equivalent value ($100) on a larger ad

**Note**: Political campaign ads, or commercial/business ads do not qualify for non-profit sponsorship or discount.
2021 Insertion Request Deadlines

- Jan. 7 deadline for issue of Jan. 14
- Jan. 21 deadline for issue of Jan. 28
- Feb. 4 deadline for issue of Feb. 11
- Feb. 18 deadline for issue of Feb. 25
- March 4 deadline for issue of March 11
- March 18 deadline for issue of March 25
- April 1 deadline for issue of April 8
- April 15 deadline for issue of April 22
- April 29 deadline for issue of May 6
- May 13 deadline for issue of May 20
- May 27 deadline for issue of June 3
- June 10 deadline for issue of June 17
- June 24 deadline for issue of July 1
- July 8 deadline for issue of July 15
- July 22 deadline for issue of July 29
- Aug. 5 deadline for issue of Aug. 12
- Aug. 19 deadline for issue of Aug. 26
- Sep. 2 deadline for issue of Sep. 9
- Sep. 16 deadline for issue of Sep. 23
- Sep 30 deadline for issue of Oct. 7
- Oct. 14 deadline for issue of Oct. 21
- Oct. 28 deadline for issue of Nov. 4
- Nov. 11 deadline for issue of Nov. 18
- Nov. 25 deadline for issue of Dec. 2
- Dec. 9 deadline for issue of Dec. 16

Print Advertising
El Tecolote newspaper is published every other Thursday, totaling 25 issues per year. This means each insertion is visible for a two-week period.

Full Page: 9.75” x 16”
BW: $875 / Color: $1,370

Half Page: 9.75” x 8”
BW: $440 / Color: $690

Quarter Page: 4.75” x 8”
BW: $220 / Color: $385

Eighth Page: 4.75” x 4”
BW: $110 / Color: $185

Business Card: 3.5” x 2”
BW: $45 / Color: $110

Ad Requirements
Ads must be in 300dpi and submitted in .jpg or .pdf format

Payment
- All prices are net
- We accept checks, cash, or credit card payments via Paypal and Square
- Tear sheets and invoices are mailed within two days of publication (digital copies of tear sheets and invoice available upon request)

Discounts and promotions
- 3-5 ads = 10% discount
- 6-10 ads = 15% discount
- 11-15 ads = 20% discount
- 16-25 ads = 25% discount

Circulation
We print 10,000 copies per issue every other week, which are distributed in over 350 drop-off locations including Latino businesses, community, cultural and educational institutions in San Francisco, Daly City, Oakland, Berkeley and Richmond, with about 60% of distribution concentrated in San Francisco.
Pricing
- Prices are per insertion
- Each insertion covers a two-week period
- Periods shorter than two weeks are available upon request at a prorated fee

Available sizes

Front page banner
728px x 90x (H)
$350/2 weeks

Sidebar 1
300px x 250px (H)
$168/2 weeks

Sidebar 2
125px x 125px
$100/2 weeks

Ad Requirements
Ads must be in 72dpi and submitted in .jpg or .pdf format.

Payment
- All prices are net
- We accept checks, cash, or credit

We reserve the right to decline advertisements that go against our mission and/or policies.
PORTFOLIO OF RECENT WORK

Art & Culture

Social Justice

Immigration

Politics

Criminal Justice/Police Brutality

Community
PACKAGES

Business Card

1 YEAR
(25 ISSUES= 250,000 COPIES)
Black and White: $840
Color: $1955

HALF YEAR
(13 ISSUES= 130,000 COPIES)
Black and White: $420
Color: $975

QUARTER YEAR
(7 ISSUES= 70,000 COPIES)
Black and White: $210
Color: $490

Eighth Page

1 YEAR
(25 ISSUES= 250,000 COPIES)
Black and White: $1955
Color: $2060

HALF YEAR
(13 ISSUES= 130,000 COPIES)
Black and White: $975
Color: $1030

QUARTER YEAR
(7 ISSUES= 70,000 COPIES)
Black and White: $490
Color: $575

- 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 commerical/business ads do not qualify for the non-profit discount.

WISH TO CREATE YOUR OWN PACKAGE?
Contact our Ad Manager, Chiara Di Martino
chiara@accionlatina.org