El Tecolote provides original local news delivered from a Latinx/Latine/Latina/Latino journalistic perspective. Our coverage focuses on the San Francisco Bay Area, with occasional national and international news. Main topics include housing, health, immigration, arts and culture, environment, community, sports and criminal justice.

¿Quién Somos?

WHY ADVERTISE WITH EL TECOLOTE?

- Longest-running bilingual, English and Spanish, newspaper in California, since 1970
- Member of the San Francisco Neighborhood Newspaper Association and New America Media
- Published by Acción Latina, a 501c3 non-profit organization (www.accionlatina.org)

- Our newspaper is FREE to the public
- Total of 24 issues published per year
- A circulation of 7,000 copies per issue every other week
- Distributed in 350+ locations in San Francisco, Daly City, Oakland, Berkeley and South San Francisco

www.eltecolote.org

Kari Vides, Business Manager
advertising@eltecolote.org

(415) 646-1045 EXT 106
Our Audience

Bilingual and monolingual Latinx/Latine/Latina/Latino readers interested in news about housing, health, immigration, arts and culture, environment, sports, and education.

AUDIENCE REACH

13K+
San Francisco, Oakland, Berkeley, South San Francisco
37% 63%

SPONSORS

Borealis Philanthropy
GRANTS FOR THE ARTS
LATINO COMMUNITY FOUNDATION
THE LENFEST INSTITUTE
NewsMatch Report for America
Newsletter
Launched May 2020

2500+ Subscribers
35-65+ yrs
40% Open Rate
Launched in March 2021, Radio Teco is the digital arm of the SF bilingual newspaper, El Tecolote. The Radio Teco News biweekly podcast focuses on current events that affect the Latinx community in the Bay Area and beyond. The monthly Radio Teco Cultura podcast, features local and international Latinx/Latine/Latina/Latino profiles.

Available for audience to listen, download, and subscribe here!

*Full-Page Advertising Packages come with complimentary 25 second advertising insertion in our podcast!
### Packages

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* All Print ads run on Thursdays, every two weeks depending on length of campaign
* All Website Digital Ads run for two weeks
* All Newsletter Digital ads run only once
PRINT ADVERTISING

FULL PAGE
9.75” x 16”
B/W: $1,050
Color: $1,575

HALF PAGE
4.75” x 16” (V)
9.75” x 8” (H)
B/W: $525
Color: $840

QUARTER PAGE
4.75” x 8”
B/W: $262.50
Color: $420

ONE-EIGHTH PAGE
4.75” x 4”
B/W: $131.25
Color: $210

BUSINESS CARD
3.5” x 2”
B/W: $52.50
Color: $131.25

ONLINE ADVERTISING

FRONT PAGE WEB BANNER
728px x 90px (H):
$420 / 2 weeks

SIDEBAR WEB AD
300px x 250px (H):
$210 / 2 weeks

SIDEBAR WEB AD
125px x 125px:
$157.5 / 2 Weeks

Send all advertising inquiries to:
advertising@eltecolote.org

ADVERTISING BUNDLES

3 - 5 ads = 5% discount
6 - 10 ads = 10% discount
11 - 15 ads = 15% discount
16 - 25 ads = 20% discount
EMAIL NEWSLETTERS

LEADERBOARD (728X90)
$420 /email

RECTANGLE 300X250
$210 /email

DEDICATED EBLAST (CUSTOM)
$700 /email

BOLETINES DE CORREO ELECTRONICOS

TABLA DE CLASIFICACIONES (728X90)
$420 /correo electronico

RECTANGULAR 300X250
$210 /correo electronico

CORREO ELECTRÓNICO (PERSONALIZADOS)
$700 /correo electronico

PLEASE NOTE:
*All Print ads run on Thursdays, every two weeks depending on length of campaign
(please refer to the print schedule)
*All Website Digital Ads run for two weeks
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