

EL TECOLOTE



FIVE DECADES OF COMMUNITY JOURNALISM
CINCO DECADAS DE PERIODISMO COMUNITARIO



Published by Acción Latina

www.eltecolote.org

• (415) 646-1045 EXT 106

• Kari Vides, Business Manager

• advertising@eltecolote.org



¿Quien Somos?

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.

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

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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+



@eltecolotesf



San Francisco,
Oakland, Berkeley,
South San Francisco

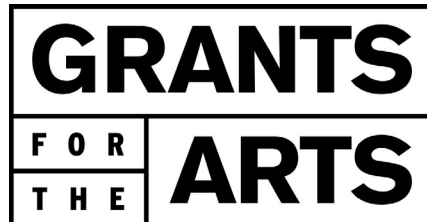


37%



63%

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Newsletter

Launched May 2020

2500+
Subscribers



35-65+ yrs

40%
Open Rate

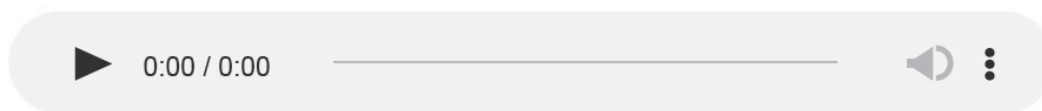
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PODCAST

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!



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Podcasts



Spotify



Overcast



Pocket Casts



Castro



Breaker



Castbox



RadioPublic

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



FIVE DECADES OF COMMUNITY JOURNALISM
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PRINT + ONLINE

PACKAGES

Full-Page (B/W): \$1,000

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Quarter-Page (COLOR): \$400

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Full-Page (COLOR): \$1500

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Eighth-Page (B/W): \$125

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Half-Page (B/W): \$500

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Eighth-Page (COLOR): \$200

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Half-Page (COLOR): \$800

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Business Card (B/W): 50

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Quarter-Page (B/W): \$250

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

Business Card (COLOR): \$125

+

Front-Page Web Banner: \$400

SideBar (300px 250px): \$200

SideBar (125px x 125px): \$150

PLEASE NOTE:

**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*



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PRICING

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

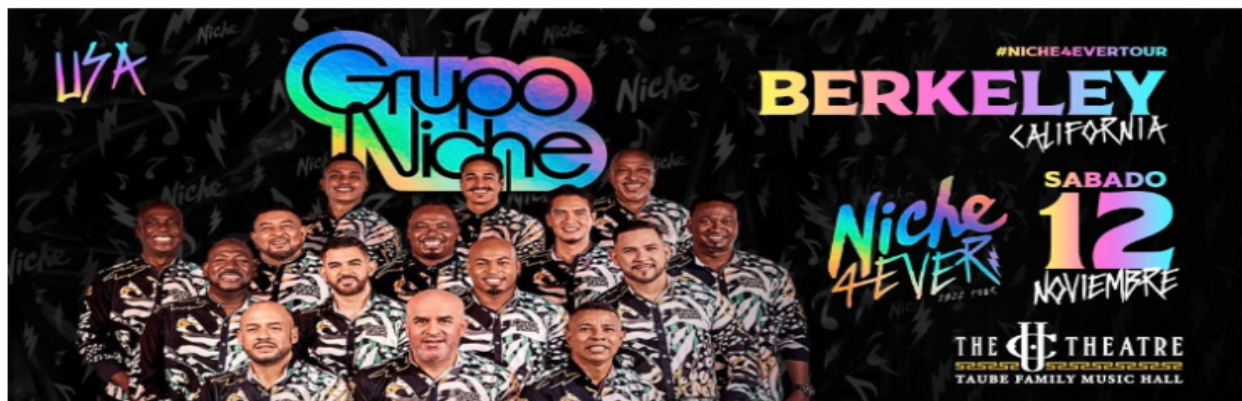
3 - 5 ads = 5% discount
6 - 10 ads = 10% discount
11 - 15 ads = 15% discount
16 - 25 ads = 20% discount

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PRICING

The following is a **sponsored** message – which helps to support El Tecolote Newspaper. –



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 ELECTRONICO
(PERSONALIZADOS)**

\$700 /correo electronico

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(please refer to the print schedule)
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2024 PUBLICATION

Insertion Deadline	Issue Date
January 4	January 11
January 18	January 25
February 1	February 8
February 15	February 22
February 29	March 7
March 14	March 21
March 28	April 4
April 11	April 18
April 25	May 2
May 9	May 16
May 23	May 30
June 6	June 13
July 4	July 11
July 18	July 25
August 1	August 8
August 15	August 22
August 29	September 5
September 12	September 19
September 26	October 3
October 10	October 17
October 24	October 31
November 7	November 14
November 21	November 28
December 5	December 12