



Acción Latina

A legacy arts & media nonprofit organization based in the heart of San Francisco's Latino Cultural District. We are the proud publisher of the award-winning El Tecolote Newspaper. Our mission is to promote cultural arts, community media and civic engagement as a way of building healthy and empowered Latino communities.



OUR AUDIENCE

14,000

PRINT
COPIES/ MONTH

23K+

SOCIAL MEDIA
FOLLOWERS

17K+

WEB TRAFFIC/
MONTH

2026

2958 24TH STREET
SAN FRANCISCO, CA 94110
(415) 648-1045

DONATIONS ARE TAX-DEDUCTIBLE.
TAX ID: 94-3039956

WWW.ACCIONLATINA.ORG | WWW.ELTECOLOTE.ORG

El Tecolote newspaper aims to educate and advocate for the Latinx community, immigrants, communities of color, and other minorities. We envision neighborhoods where multilingualism is valued, small businesses are stable, arts and culture flourish, educational institutions thrive, and local Latinx history is documented and celebrated.

Our organization thrives by partnering with local and national businesses through strategic advertising. We provide a range of impactful advertising options across our digital and print platforms, designed to elevate your brand and maximize your outreach. Join us to effectively amplify your campaigns and connect with our community!

SEND ALL ADVERTISING INQUIRIES TO ADVERTISING@ELTECOLOTE.ORG

Example of Print Advertising:

San Francisco Health Plan™

¿Necesita un médico en su vecindario?

SFHP lo tiene cubierto

sfhp.org/get-covered

LITES
Linking Investigations in Trauma and Emergency Services

Un estudio de investigación busca mejorar los tratamientos para la atención hospitalaria temprana de pacientes con traumatismos en Zuckerberg San Francisco General Hospital

PARA OBTENER MÁS INFORMACIÓN:
www.litesnetwork.org/CAVALIER
CAVALIER@edc.pltt.edu o 1-800-664-0557
Equipo del estudio en San Francisco: 415-476-1965

EL TECOLOTE
NewsMatch

Quality bilingual journalism can't exist without reader support. Every donation made by December 31st will be doubled!

[WWW.ELTECOLOTE.ORG](https://www.ELTECOLOTE.ORG)

Example of Digital Web Advertising:

EL TECOLOTE

News Arts Culture Values

NewsMatch: El Tecolote's quality bilingual journalism can't exist without reader support.

FUNDRAISER FOR EL TECOLOTE

ENCUENTRO DEL CANTO POPULAR
LA BOLA-DETA HISTORIA-MÚSICA-EXPERIENCIA TRADICIONAL

ENCUENTRO DEL CANTO POPULAR 2024
A musical celebration of community traditions in Mexico's Christmas traditions. Encuentro del Canto Popular, featuring Mexican and Latin American folk songs.

Medi-Cal para nuestra comunidad

As homeless mothers seek refuge, waiting takes a toll

JUAN R. FUENTES GALLERY

Example of Email Blast Advertising:

EL TECOLOTE

The following is a sponsored message - which helps to support El Tecolote's mission - and provides information for an upcoming San Francisco arts & culture event.

explOrationarium

Grow your curiosity this Spring at ¡Plantáticas!

Developed with collaborators from Latinx and indigenous communities, ¡Plantáticas! is a new multilingual exhibition at the Exploratorium that explores how plants shape our culture and planet.

Relax in immersive plant galleries by LA artist Andi Kuch, @littleswithplants, dig into indigenous culinary traditions with @makanam's Vincent Medina and Louis Trevino, and more. Plus don't miss our plant-based series of programs for all ages.

Come enjoy this new multilingual exhibition and 800+ interactive exhibits this Spring!

¡Plantáticas!
Open Now-September 18
Pier 15, San Francisco

EL TECOLOTE

Most read five decades of community journalism

SFSYMPHONY

A Merry-Achi Christmas
December 1

Led by the incomparable José Hernández, Mariachi Sol de México returns to Davies Symphony Hall for their annual musical tribute to Mexico's Christmas traditions. An internationally recognized musician, composer, and educator, Hernández continues to break boundaries in the world of mariachi. Don't miss this multicultural celebration as the ensemble sings and plays holiday favorites from both Mexico and the United States in a vibrant performance you won't want to miss.

Sunday, December 1st at Davies Symphony Hall

*We do not offer ad creation in-house

Full-Page

9.75'' x 16''

Color: \$1,855

B/W: \$1,230

One-Eighth Page

4.75'' x 4''

Color: \$245

B/W: \$155

Half-Page

4.75'' x 16'' (V)

9.75'' x 8'' (H)

Color: \$985

B/W: \$615

Business Card

3.5'' x 2''

Color: \$180

B/W: \$60

Quarter-Page

4.75'' x 8''

Color: \$495

B/W: \$310

NONPROFIT DISCOUNT:

3-5 ADS: 5% DISCOUNT

6-10 ADS: 10% DISCOUNT

*All Print ads run on Thursdays, every two weeks depending on length of campaign (please refer to the print schedule)

PLEASE NOTE: We charge a **\$100 Resizing Fee** and **\$100 Translation Fee** for any and all campaigns except for Email Blasts

Website

Web Banner

728px x 90px/Two Weeks

Main Pages & In-Article

\$675

Sidebar

300px x 250px/Two Weeks

Main Pages & In-Article

\$335

El Tecolote Newsletter

Leaderboard

728px x 90px/Two Weeks

\$495

Rectangle

300px x 250px/Two Weeks

\$245

***ALL WEBSITE DIGITAL ADS RUN FOR TWO WEEKS**

PLEASE NOTE: We charge a \$75 Resizing Fee and \$75 Translation Fee for any and all campaigns except for Email Blasts

SEND ALL ADVERTISING INQUIRIES TO ADVERTISING@ELTECOLOTE.ORG

Instagram

Instagram Story

1080 × 1920 pixels

9:16 aspect ratio - Vertical

\$1,100

Instagram Square Post w/ Boost

Square: 1080 × 1080 pixels

1:1 aspect ratio

Portrait: 1080 × 1350 pixels

4:5 aspect ratio

Landscape : 1080 × 566 pixels

~1.91:1 aspect ratio

\$1,150

Facebook

Facebook Story

1080 × 1920 pixels

9:16 aspect ratio

\$1,100

Facebook Square Post w/ Boost

Square: 1080 × 1080 pixels

1:1 aspect ratio

Portrait: 1080 × 1350 pixels

4:5 aspect ratio

Landscape : 1200 × 630 pixels

~1.91:1 aspect ratio

\$1,150

Social Media Combos

Story Combo

IG Story Post + Facebook Story Post

24-hour prime visibility on both platforms

Combo Rate: \$2,000 (save \$200)

Square Post w/ Boost Combo

IG Post + Facebook Post

Posts with boosted reach

Combo Rate: \$2,150 (save \$150)

Premium Collaborative + Story Combo

IG Collaborative Post + IG Story + Facebook Story

Maximum exposure across accounts and stories

Combo Rate: \$3,100 (save \$250)

Full Social Media Package

IG Story + IG Square Post w/ Boost + IG Collaborative Post

+ Facebook Story + Facebook Post w/ Boost

Complete cross-platform exposure

Package Rate: \$5,200 (save \$450)

Print-Only

Quarter-Page (4.75" x 8")

Placement: One Issue of El Tecolote

Content:

Written entirely by sponsor, 300-600 words maximum (may be trimmed if necessary for space)

\$2,500

Online-Only

Featured on El Tecolote website

Content:

Written entirely by the sponsor, 500-750 words maximum

\$2,300

Print + Online Package

Quarter-Page content in print +
Featured online placement

Content:

Written entirely by sponsor, 300-600 words maximum

\$4,000

Dedicated Email Blast

Email shared to our El Tecolote
Newsletter Audience

Content:

Subject Line Text (50 words or fewer)
Org/Company Logo Graphic w/ link to landing page
Advertisement Graphic w/ link to landing page
Copy (100 words or fewer)

\$825

***ALL NEWSLETTER ADS ARE EMAILED ONCE TO OUR EMAIL AUDIENCE**

PLEASE NOTE: We charge a \$75 Resizing Fee and \$75 Translation Fee for any and all campaigns except for Email Blasts

SEND ALL ADVERTISING INQUIRIES TO ADVERTISING@ELTECOLOTE.ORG

PUBLICATION DATE

INSERTION DEADLINE

January 8

January 2

January 22

January 16

February 5

January 30

February 19

February 13

March 5

February 27

March 19

March 13

April 2

March 27

April 16

April 10

April 30

April 24

May 14

May 8

May 28

May 22

June 11

June 5

June 25

June 19

July 9

July 3

July 23

July 17

August 6

July 31

August 20

August 14

September 3

August 28

September 17

September 11

October 1

September 25

October 15

October 9

October 29

October 23

November 12

November 6

November 19

November 13

December 3

November 27

THESE POLICIES APPLY TO ALL ADVERTISING PLACED WITH ACCIÓN LATINA DBA EL TECOLOTE. BY SUBMITTING ADVERTISING MATERIALS OR RESERVING AD SPACE, ADVERTISERS AGREE TO THE FOLLOWING TERMS.

1. ADVERTISER RESPONSIBILITY & COMPLIANCE

ADVERTISERS AND AGENCIES ARE FULLY RESPONSIBLE FOR THE CONTENT, ACCURACY, AND LEGALITY OF ALL ADVERTISING MATERIALS SUBMITTED TO EL TECOLOTE. ALL ADS MUST COMPLY WITH APPLICABLE LAWS, REGULATIONS, AND THIRD-PARTY RIGHTS. EL TECOLOTE IS NOT LIABLE FOR CLAIMS, DAMAGES, LOSSES, OR EXPENSES ARISING FROM THE ADVERTISER'S CONTENT OR ANY MISUSE OF PUBLISHED MATERIALS.

2. PAYMENT TERMS

STANDARD PAYMENT TERMS ARE NET-14 FROM RECEIPT OF INVOICE, UNLESS A NET-30 ARRANGEMENT HAS BEEN AGREED TO IN WRITING. FOR CAMPAIGNS RUNNING THROUGH DECEMBER 2026, PAYMENT MUST BE RECEIVED NO LATER THAN DECEMBER 15, 2026, REGARDLESS OF RUN DATES OR ANY ADVERTISER OR AGENCY DELAYS. IF PAYMENT IS NOT RECEIVED, EL TECOLOTE MAY WITHHOLD PUBLICATION, PAUSE SERVICES, AND TAKE LAWFUL STEPS TO COLLECT OUTSTANDING BALANCES.

3. EDITORIAL & PUBLICATION DISCRETION

EL TECOLOTE RESERVES THE RIGHT, AT ITS SOLE DISCRETION, TO:

- REJECT, EDIT, OR DISCONTINUE ANY ADVERTISEMENT
- MODIFY PUBLICATION SCHEDULES IF NEEDED
- DETERMINE ALL EDITORIAL CONTENT INDEPENDENTLY

EL TECOLOTE IS NOT LIABLE FOR CONFLICTS BETWEEN EDITORIAL CONTENT AND ADVERTISING, NOR FOR DELAYS, ERRORS, OMISSIONS, OR TECHNICAL ISSUES IN ANY PRINT OR DIGITAL FORMAT. NO LIABILITIES SHALL EXTEND TO INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES.

4. INDEMNIFICATION

ADVERTISERS AND AGENCIES AGREE TO INDEMNIFY AND HOLD HARMLESS ACCIÓN LATINA DBA EL TECOLOTE, ITS STAFF, AND PARTNERS FROM ANY CLAIMS, LIABILITIES, DAMAGES, OR COSTS ARISING FROM THE ADVERTISER'S CONTENT, CONDUCT, OR NONCOMPLIANCE WITH THESE POLICIES.

5. COMMISSIONS (FOR AGENCIES)

AGENCY COMMISSIONS ARE SOLELY BETWEEN THE AGENCY AND ITS CLIENT. AGENCIES MUST REMIT FULL PAYMENT TO EL TECOLOTE AT THE PUBLISHED OR AGREED-UPON RATE, REGARDLESS OF CLIENT DELAYS, DISPUTES, OR NONPAYMENT.

6. CANCELLATIONS

ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING. ANY AD CANCELED AFTER THE PUBLICATION DEADLINE WILL BE BILLED IN FULL.

7. INSERTION ORDERS & ADDENDA

SPECIFIC CAMPAIGN DETAILS—including DATES, SIZES, PRICING, AND ADJUSTMENTS—MUST BE CONFIRMED VIA A SIGNED INSERTION ORDER (IO) OR WRITTEN ADDENDUM.

8. POLICY UPDATES

EL TECOLOTE MAY UPDATE THESE TERMS & CONDITIONS AT ANY TIME. THE MOST CURRENT VERSION APPLIES TO ALL ADVERTISING PLACEMENTS.

WE AVOID PUBLISHING ANY ADVERTISEMENTS FOR ANY INDUSTRY THAT MAKE OUR READERSHIP VULNERABLE TO SCAMS, FRAUD OR ABUSE, AS WELL AS ANYTHING THAT GOES AGAINST OUR MISSION OF CULTURAL EMPOWERMENT.

EL TECOLOTE NEWSPAPER WILL NOT PUBLISH ADS THAT FALL INTO ANY OF THE FOLLOWING CATEGORIES:

ADS FOR ALCOHOL (BEER, WINE, TEQUILA, ETC.)

ADS FOR CIGARETTES OR TOBACCO PRODUCTS

ADS FOR LOTTERY AND GAMBLING

POTENTIALLY LIBELOUS MESSAGES

ADS FOR ADULT SERVICES, OR JOBS IN THE ADULT ENTERTAINMENT INDUSTRY (MASSAGE, ESCORTS, STRIP CLUBS, ETC.)

ADS FOR SPIRITUAL SERVICES (PALM READERS, TAROT READERS, ASTROLOGISTS, SHAMANS AND CURANDEROS, MIND READERS, PREDICTING FUTURE, RELIGIOUS BOOKSTORES, ETC.)

MESSAGES THAT DEMEAN OR PROMOTE PREJUDICE AND/OR HATRED OR EXCLUSION OF ANY ETHNIC, RELIGIOUS, RACIAL, GENDER OR AGE GROUPS

ADS THAT IN ANY WAY CONDONE OR PROMOTE THE ABUSE OF ANIMALS OR THE ENVIRONMENT (ANIMAL TESTING LABS, CIRCUSES AND THEME PARKS THAT DISPLAY WILD/ENDANGERED ANIMALS)

ADS THAT CONTRIBUTE TO POLICE VIOLENCE AND TO THE OVER-POLICING OF OUR COMMUNITIES (POLICE RECRUITING ADS)

WE DO NOT ACCEPT ADVERTISING FOR POLITICAL CAMPAIGNS THAT SEEK TO ENDORSE OR PROMOTE ANY POTENTIAL CANDIDATES RUNNING FOR LOCAL, STATEWIDE OR NATIONAL ELECTIONS.

ADS PUBLISHED IN EL TECOLOTE DO NOT NECESSARILY REFLECT THE VIEWS OF THE NEWSPAPER'S STAFF, VOLUNTEERS, OR ITS PUBLISHER ACCIÓN LATINA.