

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

20K+ WEB TRAFFIC/ MONTH

2027

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

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

WWW.ACCIONLATINA.ORG | WWW.ELTECOLOTE.ORG

ADVERTISING

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.

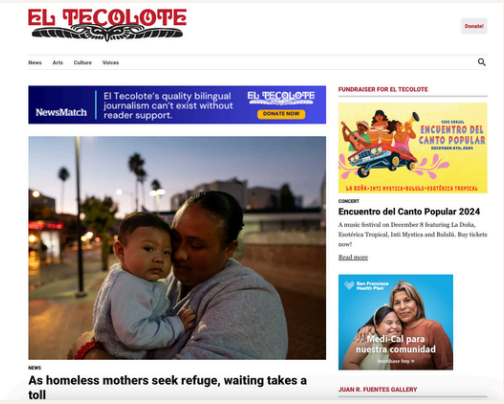
Our organization thrives by partnering with local and national businesses through strategic advertising. We provide a range of impactful advertising options across our digital and print platforms, designed to elevate your brand and maximize your outreach. Join us to effectively amplify your campaigns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

SEND ALL ADVERTISING INQUIRIES TO **ADVERTISING@ELTECOLOTE.ORG**

Example of Print Advertising:



Example of Digital Web Advertising:



Example of Email Blast Advertising:





*We do not offer ad creation in-house

PRINT ADVERTISING

Full-Page

9.75'' x 16''

Color: $1,950

B/W: $1,290

One-Eighth Page

4.75'' x 4''

Color: $255

B/W: $165

Half-Page

4.75'' x 16'' (V)

9.75'' x 8'' (H)

Color: $1,035

B/W: $645

Business Card

3.5'' x 2''

Color: $190

B/W: $65

Quarter-Page

4.75'' x 8''

Color: $520

B/W: $325

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

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DIGITAL ADVERTISING

Website

Web Banner

728px x 90px/Two Weeks

Main Pages & In-Article

$710

Sidebar

300px x 250px/Two Weeks

Main Pages & In-Article

$350

El Tecolote Newsletter

Leaderboard

728px x 90px/Two Weeks

$520

Rectangle

300px x 250px/Two Weeks

$255

*ALL WEBSITE DIGITAL ADS RUN FOR TWO WEEKS

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

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SOCIAL MEDIA ADVERTISING

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

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SPONSORED CONTENT

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)

$865

*ALL NEWSLETTER ADS ARE EMAILED ONCE TO OUR EMAIL AUDIENCE

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

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PUBLICATION SCHEDULE

PUBLICATION DATE	INSERTION DEADLINE
January 14	January 8
January 28	January 22
February 11	February 5
February 25	February 19
March 11	March 5
March 25	March 19
April 8	April 2
April 22	April 16
May 6	April 30
May 20	May 14
June 3	May 28
June 17	June 11
July 1	June 25
July 15	July 9
July 29	July 23
August 12	August 6
August 26	August 20
September 9	September 3
September 23	September 17
October 7	October 1
October 21	October 15
November 4	October 29
November 18	November 12
December 2	November 26
December 16	December 10

EL TECOLOTE PAYMENT TERMS

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.

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.

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 2027, payment must be received no later than December 15, 2027, 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.

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.

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.

Cancellations

All cancellations must be submitted in writing. Any ad canceled after the publication deadline will be billed in full.

Insertion Orders & Addenda

Specific campaign details—including dates, sizes, pricing, and adjustments—must be confirmed via a signed insertion order (IO) or written addendum.

Policy Updates

El Tecolote may update these Terms & Conditions at any time. The most current version applies to all advertising placements.

ADVERTISING POLICY

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 that appear to be ai generated including AI-generated imagery or text

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.