

WHY SHOULD YOU ADVERTISE IN THE PAISANO?

Because we've got UTSA covered!

The Paisano is a self-supported, student-run weekly newspaper. We are proud to provide the latest campus news, sports and opinions to students, faculty, alumni and the surrounding San Antonio community. In more than 35 years of publication, The Paisano is an award-winning publication. The Paisano is distributed at various locations around the city.

CONTACT US

For more information,
or to place an ad, contact us:

Jenelle Duff

Advertising & Marketing Liaison
ads@paisano-online.com

Will Stransky

Business Manager
business@paisano-online.com

**Advertise with us to get
YOU and your business covered!**

The Paisano

14526 Roadrunner Way Ste 101
San Antonio TX 78249

Telephone: 210 690 9301

Website: www.paisano-online.com

 Find us on Facebook — The Paisano

 Find us on Twitter - @The Paisano



The Paisano Media Arts Center

**INDEPENDENT STUDENT
NEWSPAPER FOR
THE UNIVERSITY OF TEXAS
AT SAN ANTONIO**

DID YOU KNOW?

28,787 students attend UTSA.
The average undergraduate is **22** years old.
The average graduate student is **30** years old.
International students account for **5.1%** of the student body.

1,383 Faculty members excluding Teaching Assistants and staff.

Advertise in our publication to reach the almost **30,000 students and faculty at UTSA!**

REQUIREMENTS

All ads must be submitted as TIFF, JPEG, EPS, or PDF files. Color ads must be saved as TIFF, JPEG, EPS or PDF files in CMYK format at 200 resolution or greater. All artwork and contracts should be emailed to ads@paisano-online.com no later than **6pm on the Thursday** prior to the desired run date. Payment is due no later than 5pm on the Friday prior to the run date.

STANDARD NEWSPAPER ADVERTISING RATES & SIZES

The Paisano publishes and distributes 7000 copies every Tuesday! However, it also publishes Special Editions including:

Summer Orientation Issue (early June)
Back to School/ Welcome Back Issue (August 16)
Winter Commencement Issue (December 9)
Spring Commencement Issue (early May)

These issues may be printed at a smaller size than our standard publication size. If printed at a tabloid size, then advertising rates may be lower and will be color inclusive.

Front strip (10.5 in. x 1.5132 in.)	\$500
Double Truck (21 in. x 20.25 in.)	\$1600
Full page (10.5 in. x 20.25 in.)	\$830
Half page (10.5 in. x 10.125 in.)	\$405
Quarter page (5.25 in. x 10.125 in.)	\$207.50
Eighth page (5.25 in x 5.5 in.)	\$103.75
Coupon ad (2.625 in. x 2.75 in.)	\$75 *** color inclusive
Classified ad (3.5 in. x 1.25 in.)	\$25

ADDITIONAL OPTIONS:

Spot Color (1/4 pg or smaller only)	\$30
Full Color (1/8 pg or 1/4 pg ads)	\$50
1/2 pg ad Full color	\$150
Full page ad color	\$250
Double Truck Color	\$ 400
Guaranteed inside cover	\$250
Guaranteed back page	\$300
Inserts	\$100 per 1000
Post-It notes	\$125 per 1000

For inserts, please deliver/ship to:

ATTN:Luis Medellin
South Texas Press
300 Arbor
San Antonio, TX 78207

Ad design services available upon request.
Cost is based on ad size and complexity of design.

MAGAZINE ADVERTISING

In addition to its newspaper publication, The Paisano also publishes and prints a magazine publication 2 to 3 times per semester. This publication offers its readers advice on 'Campus Style', what's happening around San Antonio, and focuses on more serious issues that may affect college students.

AD RATES AND SIZES (COLOR INCLUSIVE)

Two page spread (16.25 x 10.37 in. w/ 0.5 in. bleeds)	\$1600
Full page (7.87 x 10.37 in. w/ 0.5 in. bleeds)	\$800
Half page (7.87 x 5.19 in. w/ 0.5 in.bleeds)	\$500
Quarter page (3.94 x 5.19 in.)	\$250
Eighth page (3.94 x 2.59 in.)	\$100
Coupon ad (2.23 x 2.23in.)	\$50

Ask about our underwriting special!

WEBSITE ADVERTISING

Website advertising is a great way to advertise your product, service or event! At no additional cost, we can link your ad to your website so that visitors can be redirected directly to your business!

Your ad will be accessible and viewable by potential customers 24/7 (during your ad run period)!

WEBSITE RATES AND SIZES

728pxX90px (horizontal boxes)	\$250
250pxX250px (side box)	\$150

*The rates above reflect an advertising period of 2 weeks (minimum required run period).