



# — THE — PAISANO

# FALL 2022 MEDIA KIT

## OUTREACH

The Paisano is the perfect place to advertise your enterprise, service, or event. The average undergraduate student is 22 years old, and the average graduate student is 32 years old.

The Paisano publishes 4,800 copies every Tuesday, except holidays and exam periods, with a weekly circulation of over 30,000 students. The Paisano website is updated twice per week to ensure the most up-to-date content is being provided to our readers.

## DESCRIPTION

The Paisano is a non-profit Educational Trust and a self-supported, student-run weekly newspaper. The Trust was established in 1981 as a Section 501 (c) (3) non-profit. In 41 years of publication, the Paisano has won numerous awards from the Columbia Scholastic Press Association.

The Paisano is completely staffed by UTSA student volunteers. This all-volunteer student newspaper is a limited public forum whose content is dictated solely by the student editors; ***because the Paisano is an independent newspaper, it does not receive support from UTSA or proceeds from student fees or taxes***, and students do not earn course credit. ***Revenues from the advertising pay for the newspaper's publishing and operating costs.***

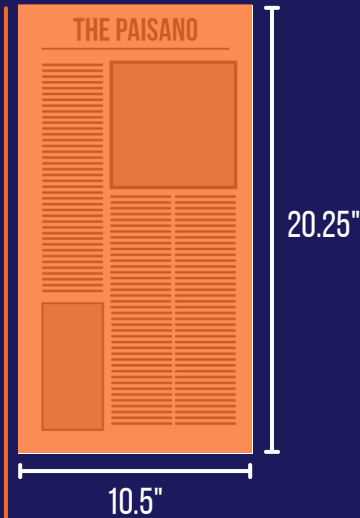
## REQUIREMENTS

- **File Formatting:** Ads must be submitted as TIFF, JPEG, EPS, or PDF files. Color Ads must be saved in CMYK format at 200 resolution or greater.
- **Deadlines:** Artwork and contracts should be emailed to **business@paisano-online.com** prior to the desired run date. Payment is due no later than **5PM on the Friday prior to the run date.**

# NEWSPAPER

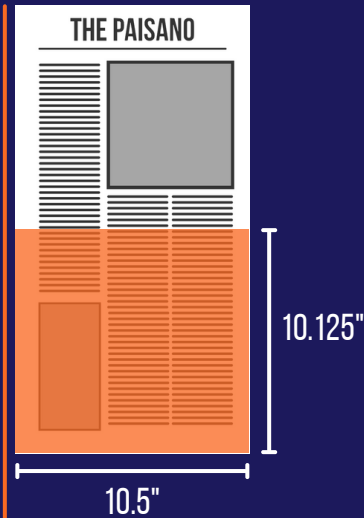
## RATES AND SIZING

### FULL PAGE



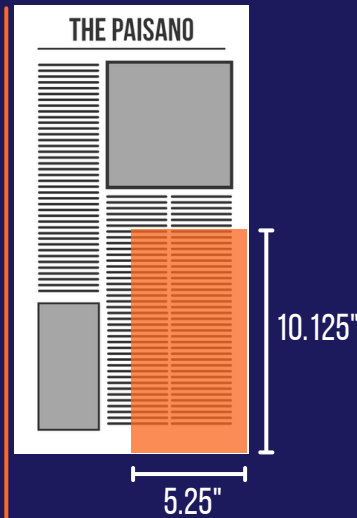
- Color **\$740**
- B&W **\$620**

### 1/2



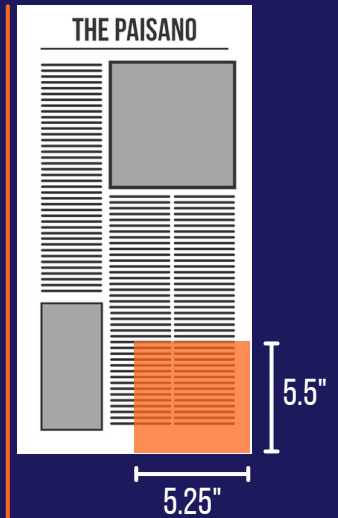
- Color **\$420**
- B&W **\$310**

### 1/4



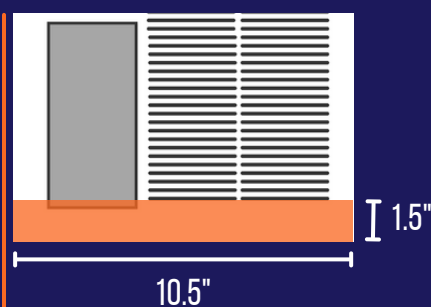
- Color **\$200**
- B&W **\$150**

### 1/8



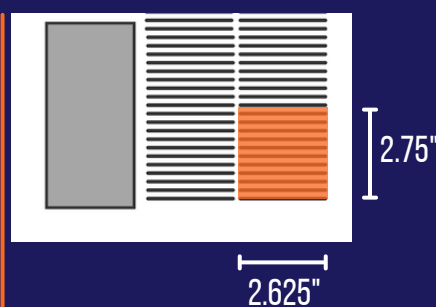
- Color **\$120**
- B&W **\$80**

### FRONT STRIP



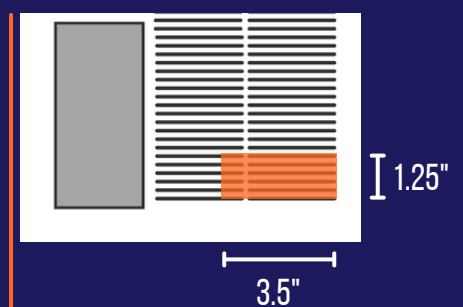
- Color **\$400**

### COUPON AD



- Color **\$55**

### CLASSIFIED



- B&W **\$80**

### PREPRINTED INSERTS

**\$125 PER 1,000**

**PLEASE SHIP TO:**

ATTN: Luis Medellin  
South Texas PRes

### ADDITIONAL OPTIONS

**SPOT COLOR.....\$30**  
(1/4 page or smaller)

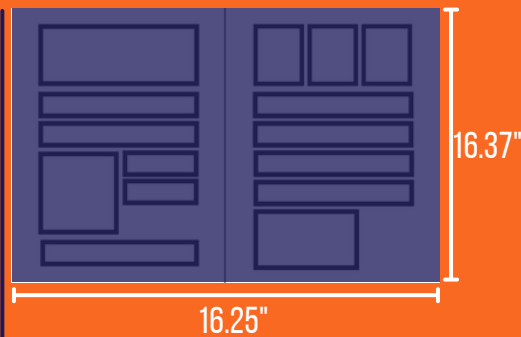
**INSIDE COVER....\$300**

**BACK PAGE.....\$400**

# MAGAZINE

## RATES AND SIZING

### TWO-PAGE



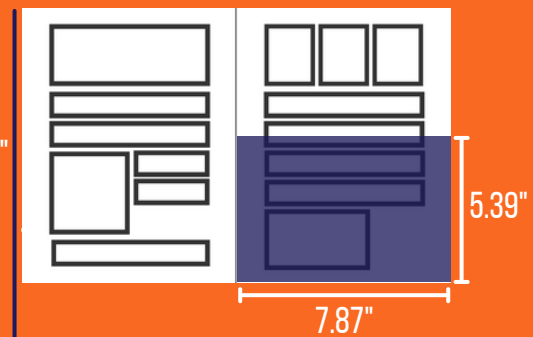
• \$1200

### FULL PAGE



• \$800

### 1/2



• \$500

### 1/4



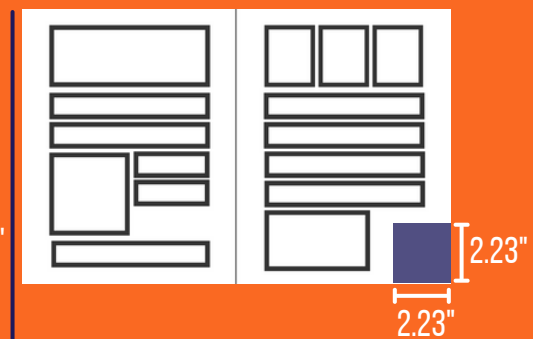
• \$250

### 1/8



• \$100

### CORNER



• \$50

## PAISANO PLUS

The Paisano publishes and prints a magazine **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. The past Spring 2022 semester featured "The Munchies" a food magazine, and "A college students guide to San Antonio."

Contact an ad representative for more information on topics and dates

# PUBLICATION DATES

FALL 2022

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**AUGUST**  
TUESDAY

23 30

**SEPTEMBER**  
TUESDAY

6 13  
20 27

**OCTOBER**  
TUESDAY

4 11  
18 25

**NOVEMBER**  
TUESDAY

1 8 15  
22 29

## SOCIAL MEDIA RATES AND SIZING



@ThePaisano



The Paisano



@PaisanoMedia

**PLATFORM BUNDLE**

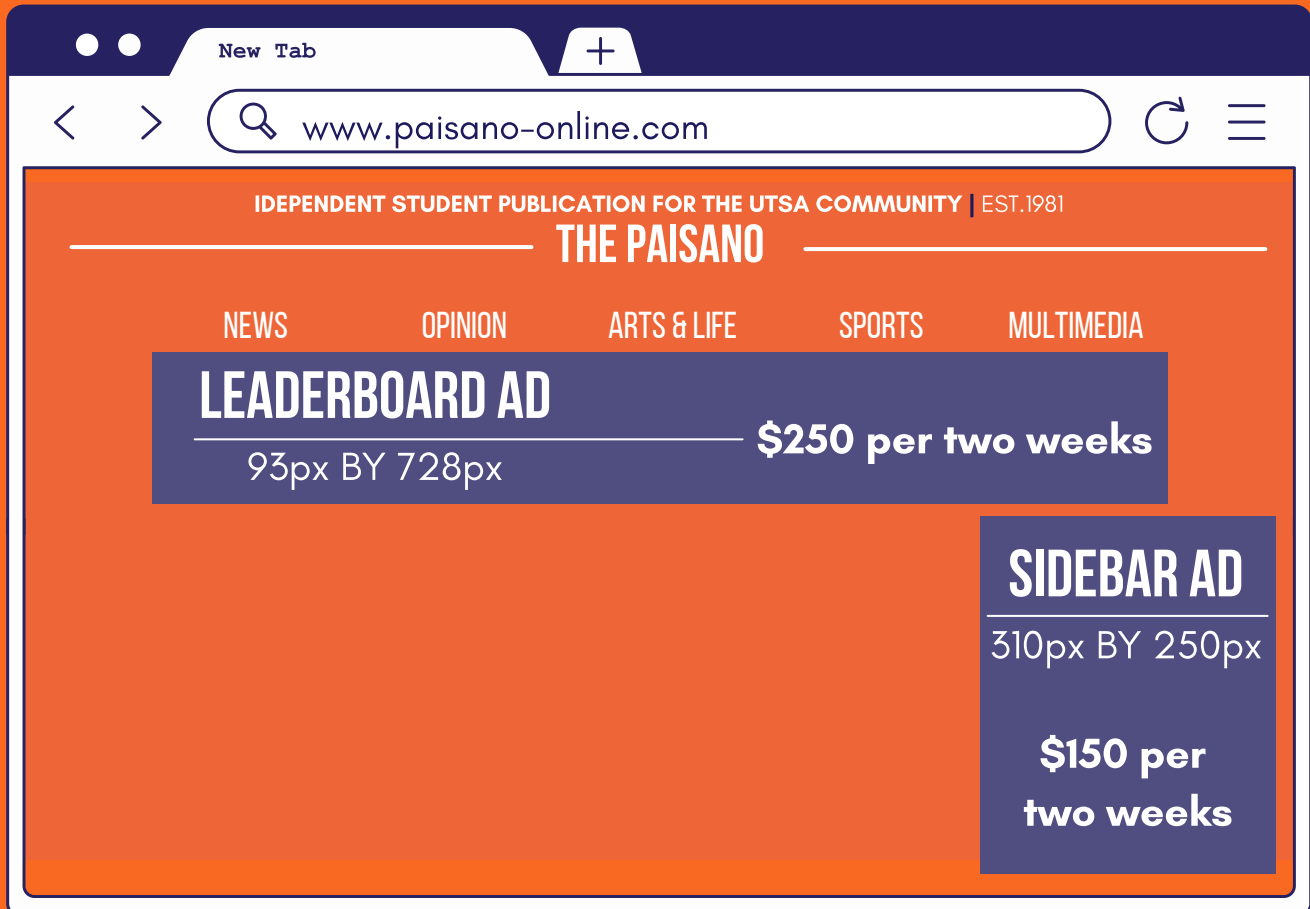
\$100 per post

**SINGLE PLATFORM**

\$40 per post

# WEBSITE

## RATES AND SIZING



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We appreciate your interest in advertising with The Paisano.

Forward all serious business inquiries to:  
**BUSINESS@PAISANO-ONLINE.COM**

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