

— THE —
PAISANO

Media Kit

SPRING 2024 MEDIA KIT

OUTREACH

The Paisano is the perfect place to advertise your enterprise, service or event. The Paisano publishes 1,500 copies every Tuesday, except holidays and exam periods, with a weekly circulation of over 34,000 students. The Paisano website is updated weekly to ensure the most up-to-date content is being provided to our readers. Other vessels of information include our magazine which is released 1-2 times a semester and our weekly email newsletter.

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 over 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.

CONTACT

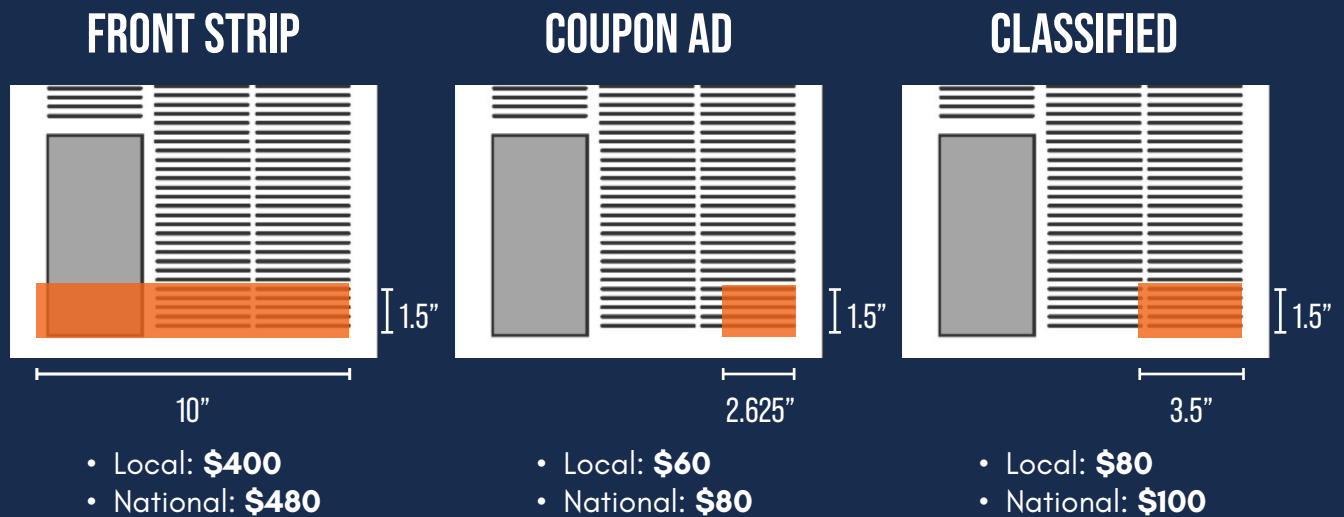
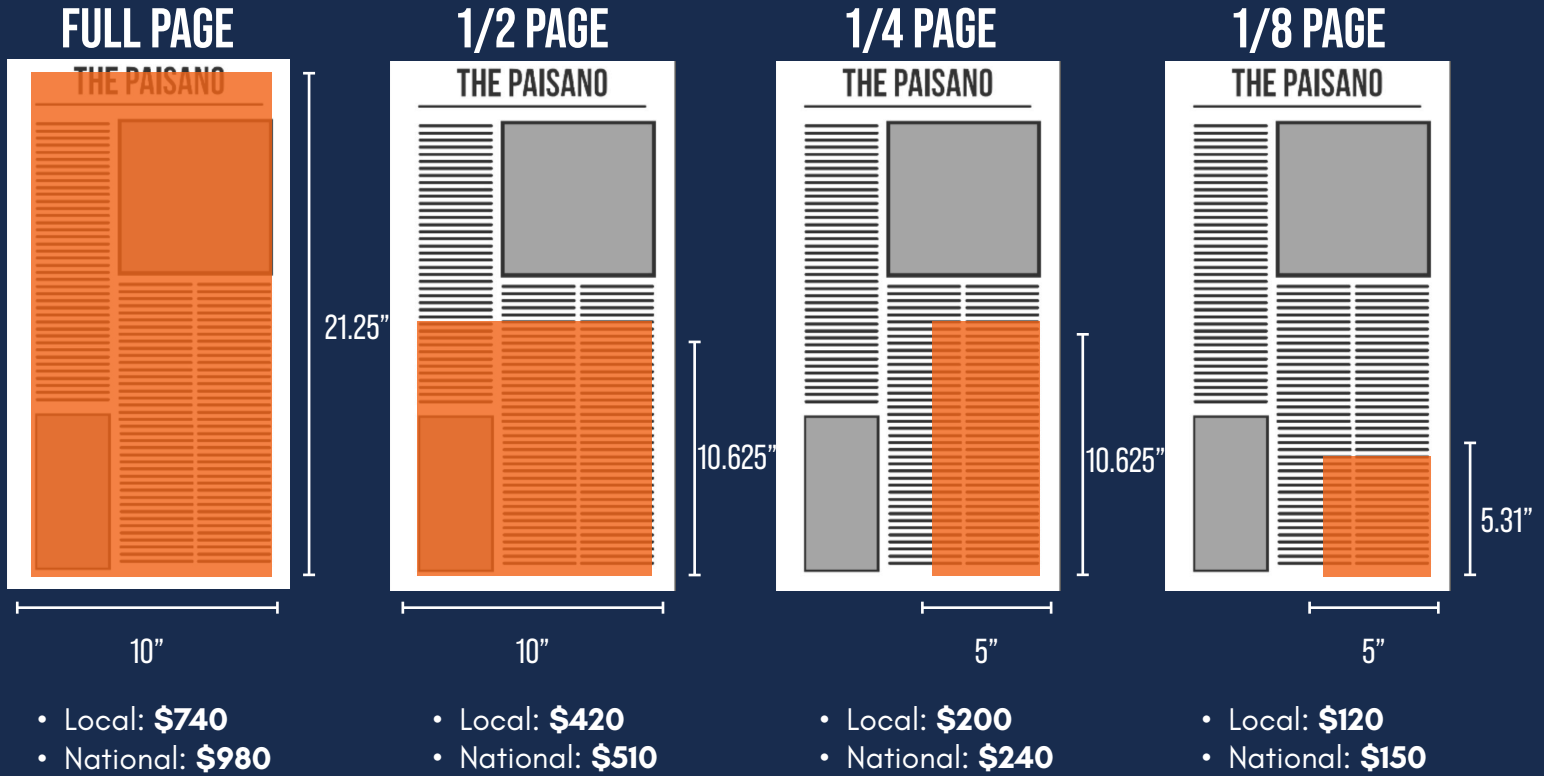
All inquiries should be sent to business@paisano-online.com

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



PREPRINTED INSERTS

- Local: **\$125**
 - National: **\$150**
- per thousand**

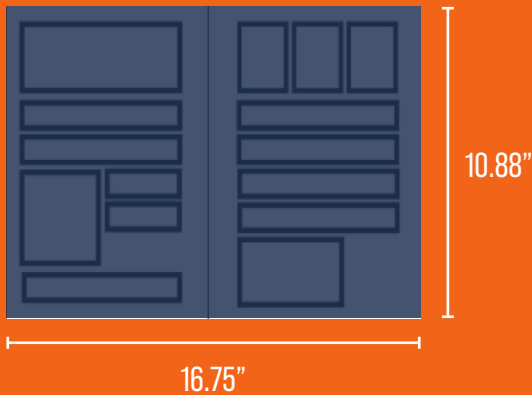
ADDITIONAL OPTIONS

- Inside Cover: \$300
- Back Page: \$100

MAGAZINE

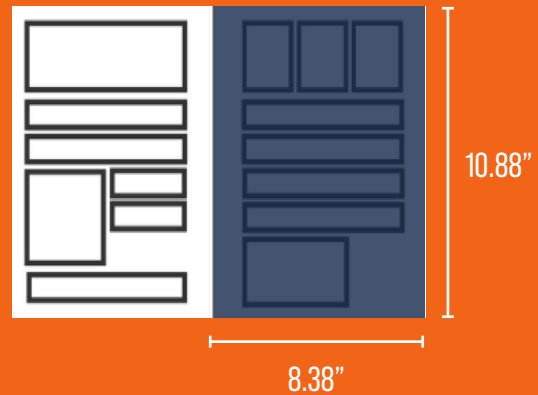
RATES AND SIZING

DOUBLE TRUCK



- Local: **\$1200**
- National: **\$1500**

FULL PAGE



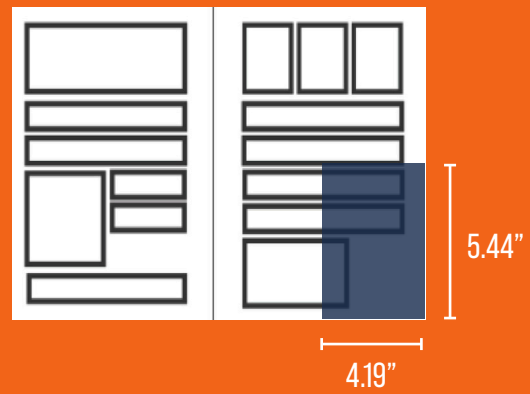
- Local: **\$850**
- National: **\$1000**

HALF PAGE



- Local: **\$500**
- National: **\$600**

1/4 PAGE



- Local: **\$250**
- National: **\$300**

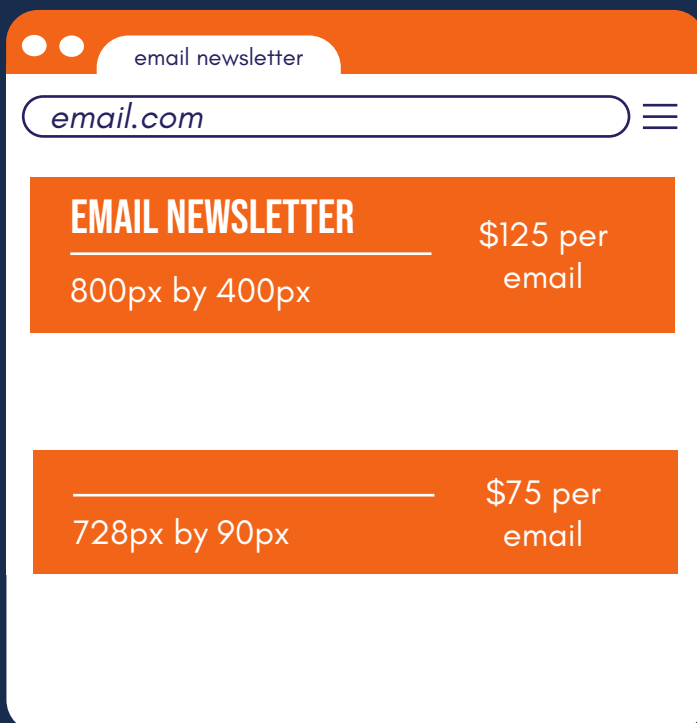
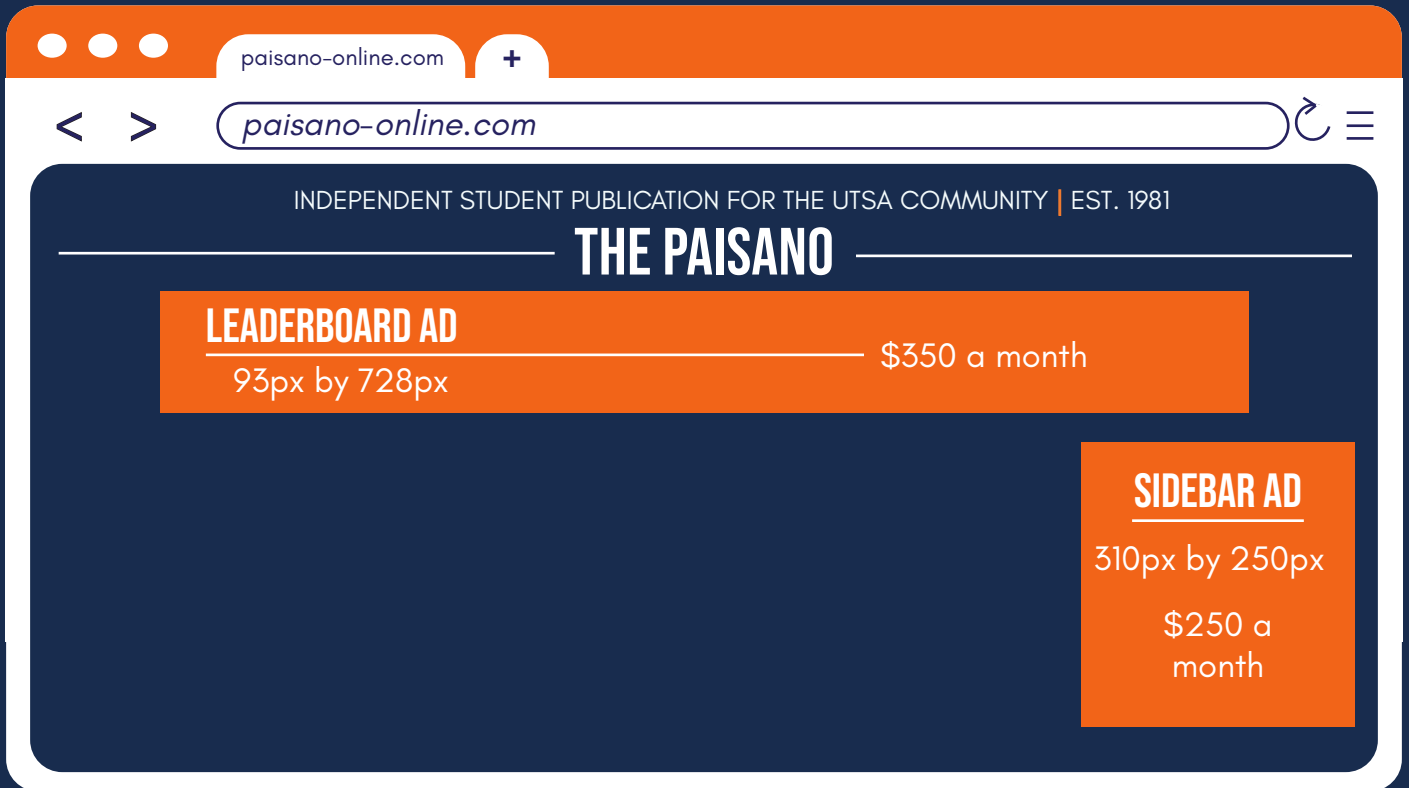
PAISANO PLUS

The Paisano publishes a magazine **1 to 2 times per semester**. This Publication offers its niche advice, suggestions and more. Past issues include an art magazine and a student life magazine. The upcoming Spring 2024 issue focuses on the San Antonio music scene.

For more information about upcoming Paisano Plus features and dates contact a representative.

DIGITAL

RATES AND SIZING



SOCIAL



PLATFORM BUNDLE

\$100 per post



SINGLE PLATFORM

\$40 per post



PUBLICATION DATES

SPRING 2024

JANUARY

23

30

FEBRUARY

6

13

20

27

MARCH

5

19

26

APRIL

2

9

16

23

We appreciate your interest in advertising with The Paisano.
Forward all serious business inquiries to:

BUSINESS@PAISANO-ONLINE.COM
