

— THE —  
PAISANO

*Media Kit*

# FALL 2024 MEDIA KIT

## OUTREACH

The Paisano print and online is the perfect place to advertise your enterprise, service or event. The Paisano publishes 1,500 print copies every Tuesday, except holidays and exam periods, with a circulation of approximately 34,000 students. The Paisano website is updated weekly to ensure the most up-to-date content is being provided to our readers. Other platforms of communication include our magazine which is published 1-2 times per academic year and our weekly email newsletter.

## DESCRIPTION

The Paisano is owned by the Paisano Educational Trust and is a self-supported, student-run weekly newspaper. The Trust was established in 1981 as a Section 501 (c) (3) non-profit. In over 42 years of publication, the Paisano has won numerous awards from the Columbia Scholastic Press Association for excellence in journalism.

The Paisano is completely staffed by UTSA student volunteers. This all-volunteer student publication is a limited public forum whose content is determined solely by the student editors; because The Paisano is an independent publication, it does not receive support from UTSA or proceeds from student fees or taxes. The Paisano also serves as an internship site for UTSA students. Revenues from the advertising and donations pay for the newspaper's publishing and operating costs.

## CONTACT

All inquiries should be sent to [business@paisano-online.com](mailto:business@paisano-online.com)

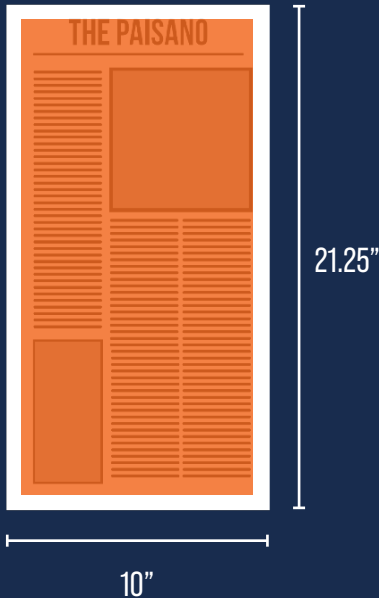
## REQUIREMENTS

- **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](mailto: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

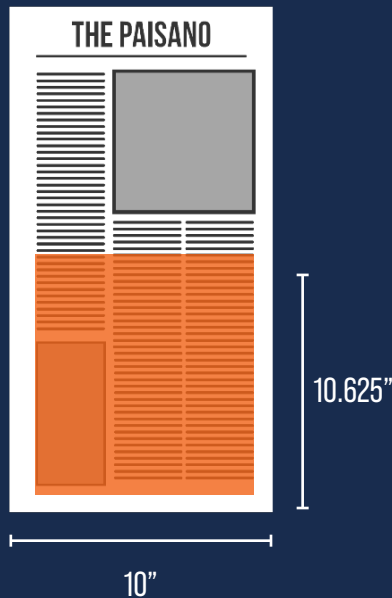
## RATES AND SIZING

### FULL PAGE



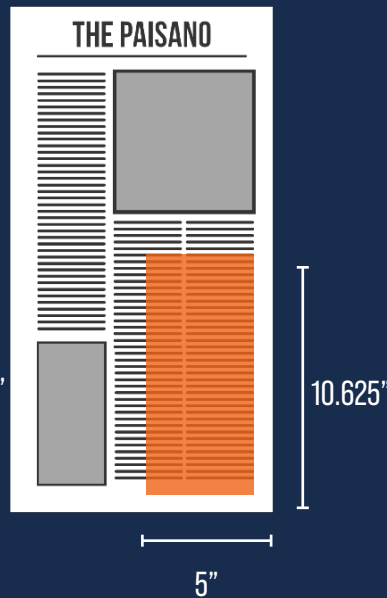
- Local: \$650
- National: \$700

### 1/2 PAGE



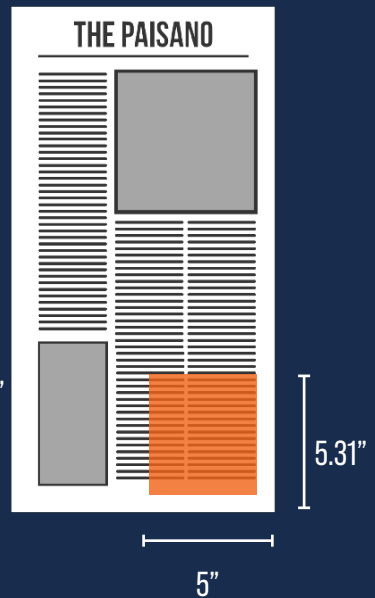
- Local: \$330
- National: \$380

### 1/4 PAGE



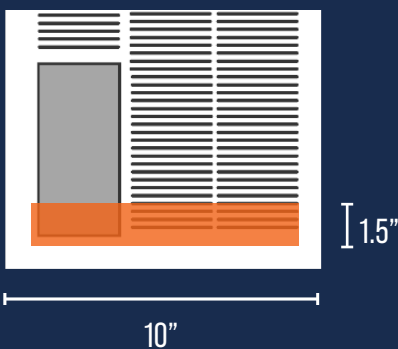
- Local: \$130
- National: \$180

### 1/8 PAGE



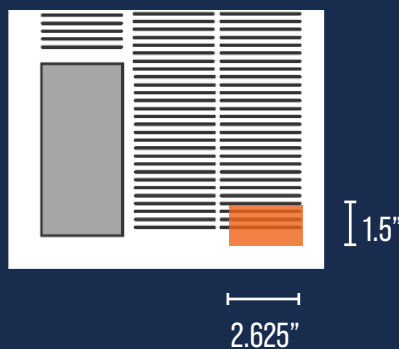
- Local: \$60
- National: \$110

### FRONT STRIP



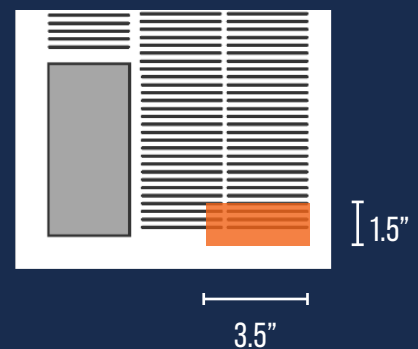
- Local: \$310
- National: \$360

### COUPON AD



- Local: \$65
- National: \$75

### CLASSIFIED



- Local: \$60
- National: \$70

### PREPRINTED INSERTS

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

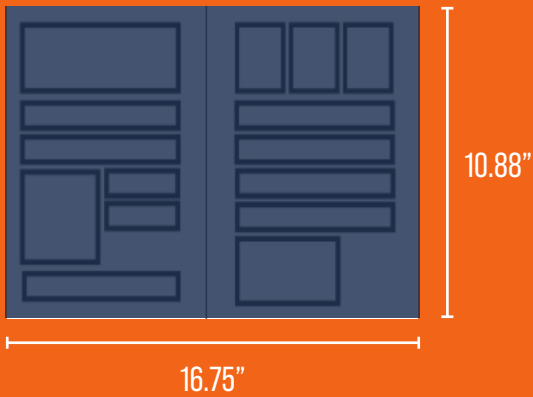
### ADDITIONAL OPTIONS

- Inside Cover: \$750
- Back Page: \$800

# MAGAZINE

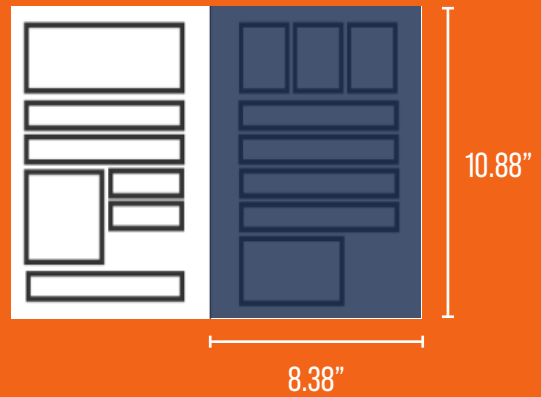
## RATES AND SIZING

### DOUBLE TRUCK



- Local: \$1,000
- National: \$1,125

### FULL PAGE



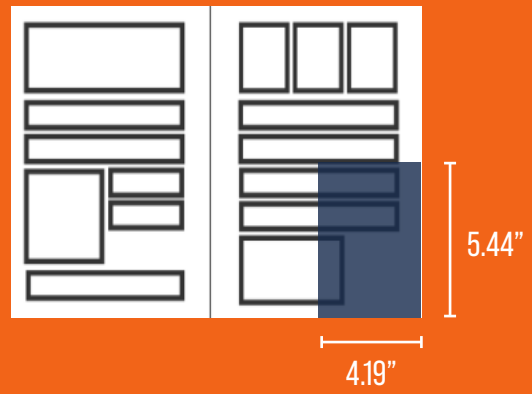
- Local: \$550
- National: \$750

### HALF PAGE



- Local: \$350
- National: \$450

### 1/4 PAGE



- Local: \$175
- National: \$225

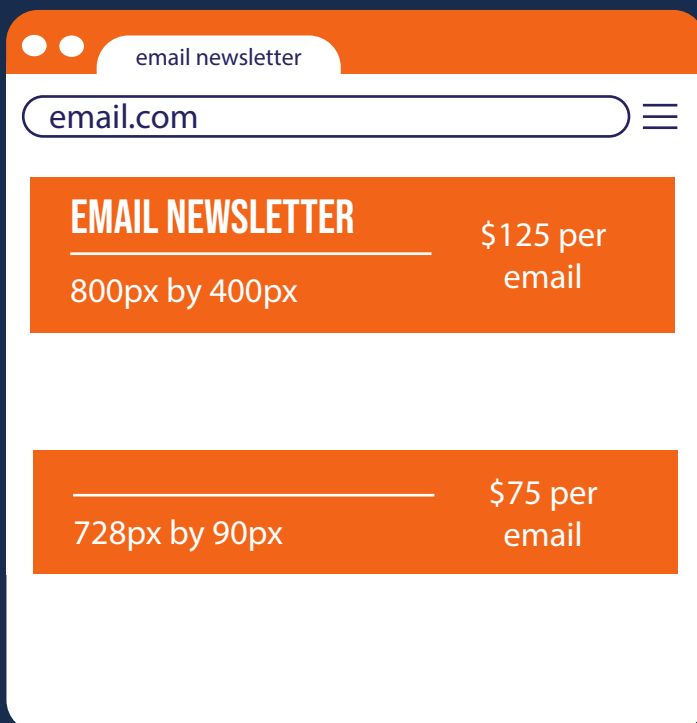
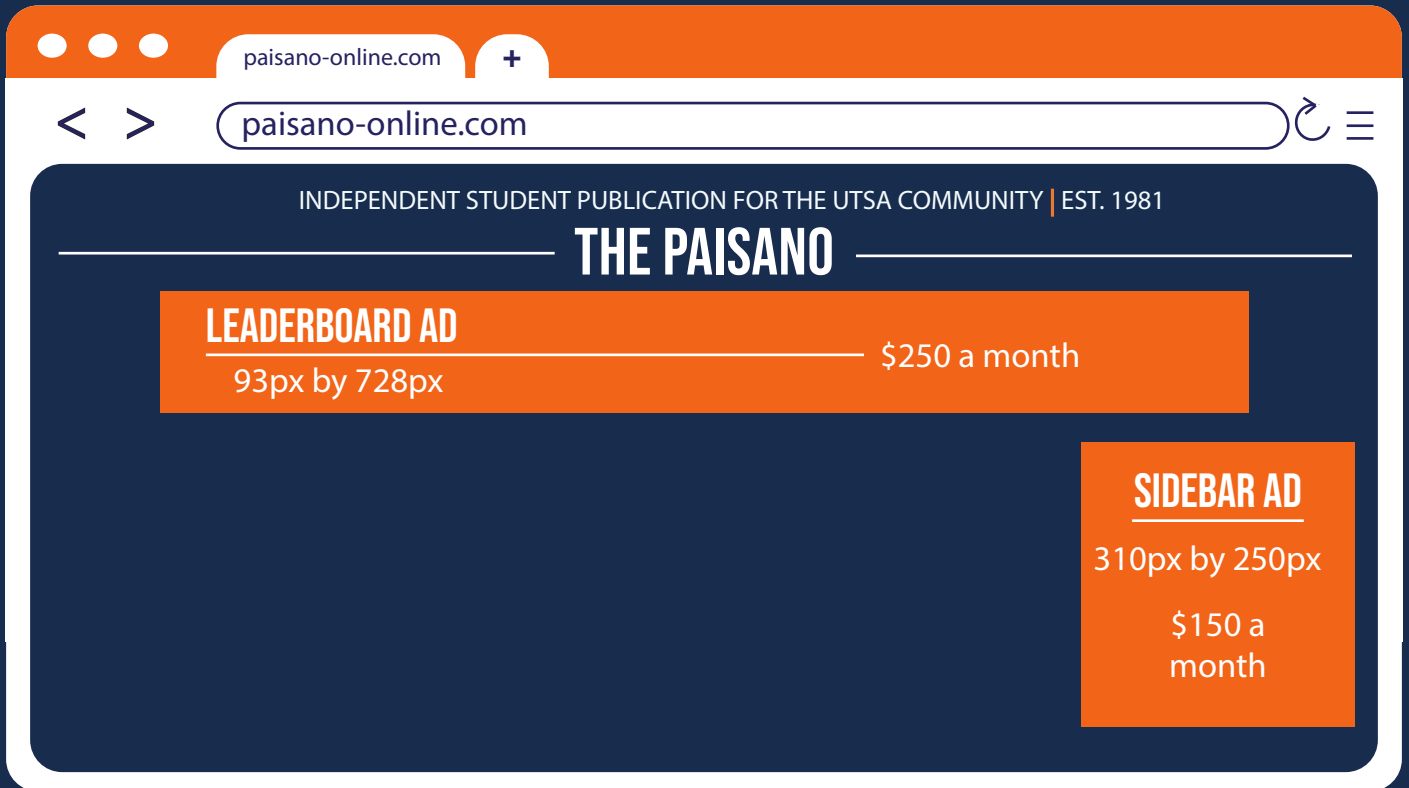
## PAISANO PLUS

The Paisano publishes a 32-page magazine **1 to 2 times per academic year**. This Publication offers its niche advice, suggestions and more. Past issues include an art magazine and a student life magazine. The upcoming Fall 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

FALL 2024

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## SEPTEMBER

3 10 17 24

## OCTOBER

1 8 15 22 29

## NOVEMBER

5 12 19 26

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

**[BUSINESS@PAISANO-ONLINE.COM](mailto:BUSINESS@PAISANO-ONLINE.COM)**

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