

— THE —
PAISANO

Media Kit

SPRING 2025 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 per academic year, 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 44 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

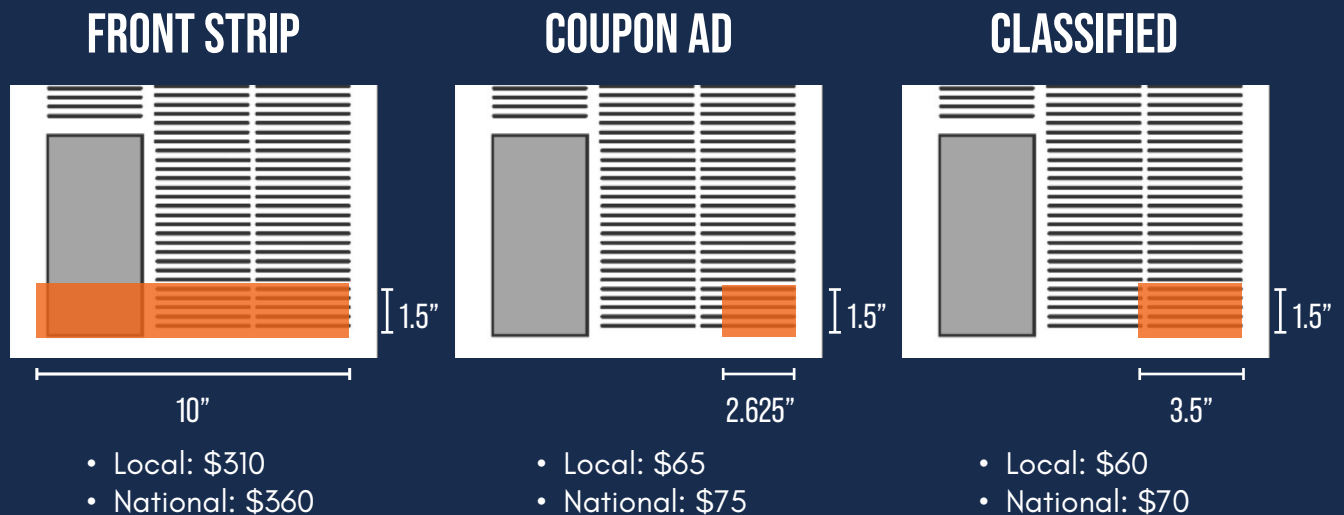
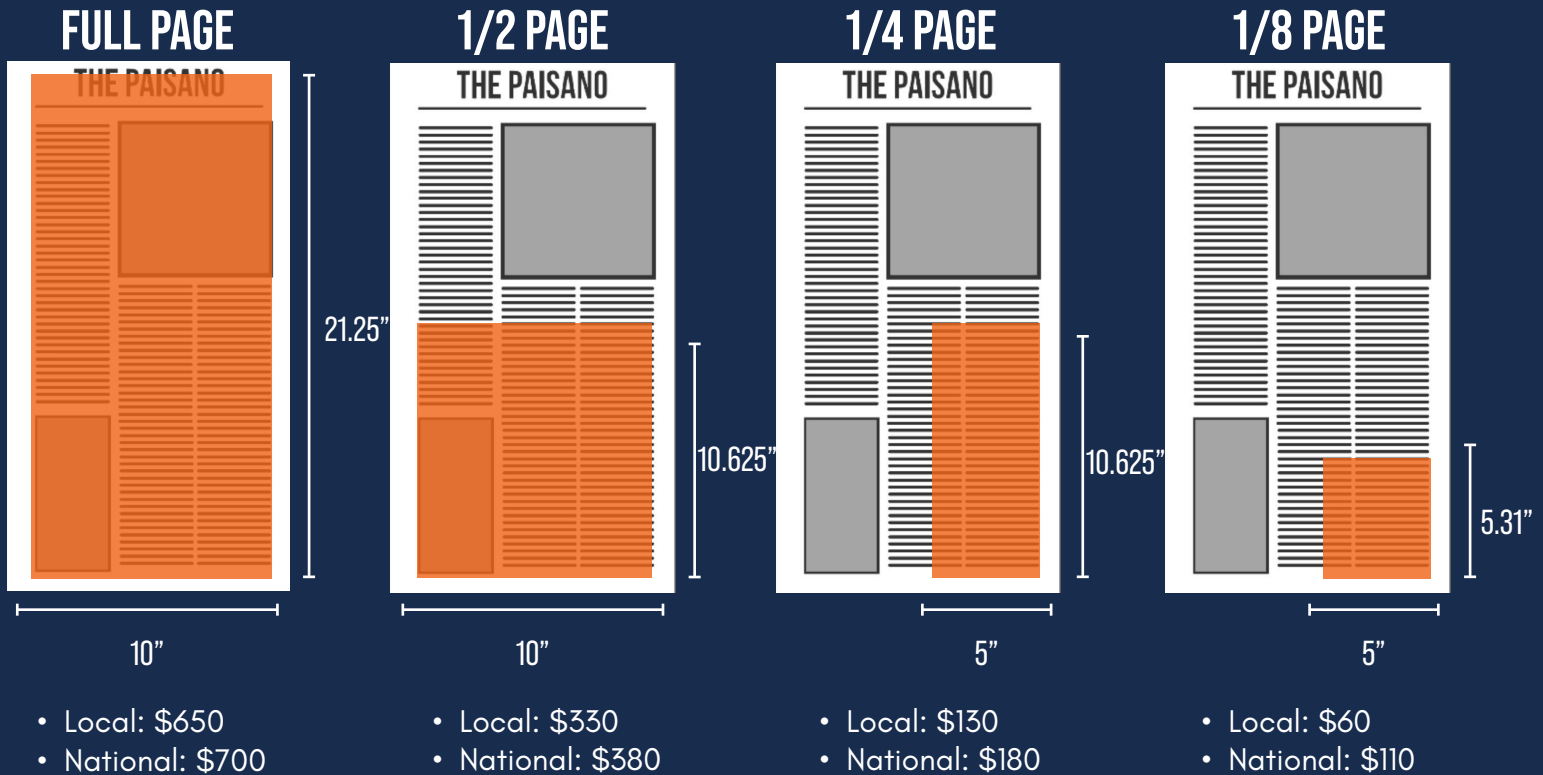
All inquiries should be sent to business@paisano-online.com

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

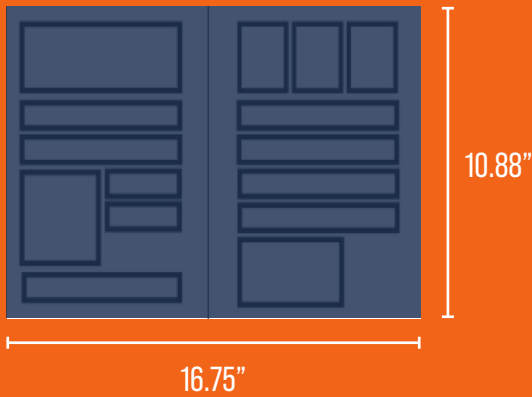
ADDITIONAL OPTIONS

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

MAGAZINE

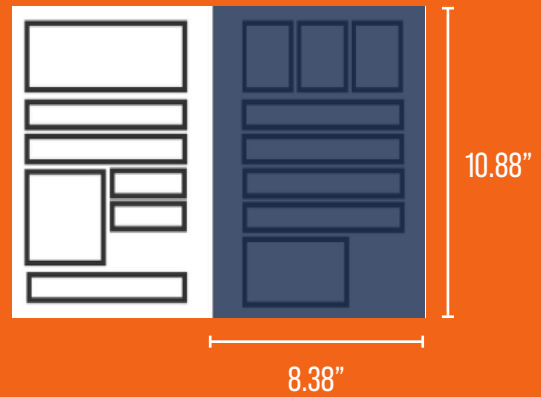
RATES AND SIZING

DOUBLE TRUCK



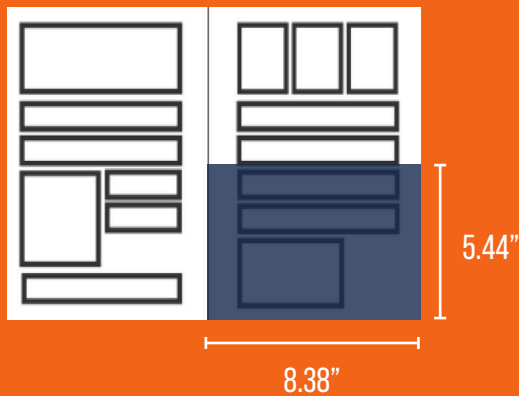
- Local: \$1,000
- National: \$1,125

FULL PAGE



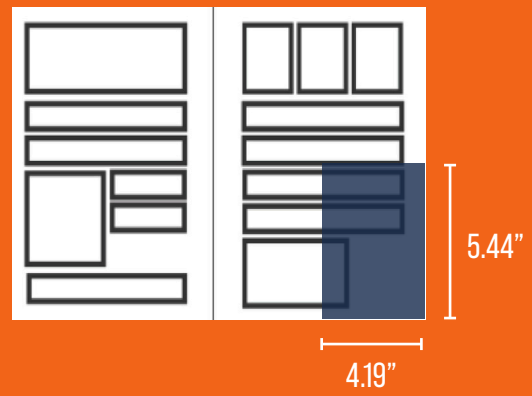
- Local: \$550
- National: \$750

HALF PAGE



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

1/4 PAGE



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

PAISANO PLUS

The Paisano publishes a 32-page magazine 1-2 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 Spring 2025 issue focuses on the colors of San Antonio.

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

DIGITAL

RATES AND SIZING

paisano-online.com

paisano-online.com

INDEPENDENT STUDENT PUBLICATION FOR THE UTSA COMMUNITY | EST. 1981

THE PAISANO

LEADERBOARD AD
93px by 728px — \$250 a month

SIDEBAR AD
310px by 250px
\$150 a month

email newsletter

email.com

EMAIL NEWSLETTER
800px by 400px — \$125 per email

EMAIL NEWSLETTER
728px by 90px — \$75 per email

SOCIAL



PLATFORM BUNDLE

\$100 per post



SINGLE PLATFORM

\$40 per post



PUBLICATION DATES

SPRING 2025

JANUARY

28

FEBRUARY

4

11

18

25

MARCH

4

18

25

APRIL

1

8

15

22

29

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

BUSINESS@PAISANO-ONLINE.COM
