

El Popular-Bakersfield

2026 MEDIA KIT

Serving Western Kern County since 1983

ACT NOW!
RESERVE YOUR
AD SPACE
TODAY.

El Popular Bakersfield

Founding Publisher ...Raul R. Camacho, Sr.

Published/Owned by EL POPULAR, INC.

Publisher: George M. Camacho, Sr.



SPANISH LANGUAGE OUTREACH IS COST EFFECTIVE AND A HIGHLY VALUABLE MEDIUM!

Hispanic consumers utilize their local Spanish language newspaper, El Popular for purchases nearly 70% of the time. Spanish language print & digital is greatly viable in the top 40 Hispanic markets in the U.S.

Please contact us for additional information.

- Over half of our distribution is free, delivered door to door!
- Your display ad is circulated in weekly cycles! Providing for a longer shelf life. Our readers keep an issue on hand for an average of 3 days!
- Your display or digital ad will be displayed in the following formats:
 - The printed weekly edition
 - Online edition at www.elpopularnews.com • Social Media platforms

Leading 2025 National Advertisers:

- Pacific Gas and Electric
- Dollar General • Home Depot

Please find the 2026 MEDIA KIT, which shows all of the advertising options. We are looking forward to a great 42nd year of serving Kern County and the advertisers who make this possible. If you have any questions, please do not hesitate to contact me to take advantage of this great opportunity to promote your business, products, and services.

We look forward to serving you in 2026!

Kind Regards, *George Camacho*

George Camacho, Sr.
President & Publisher
El Popular, Inc.



PUBLISHED BY: EL POPULAR, INC.

404 Tuxtun Ave., Bakersfield, CA 93301
661-325-7725 Fax 661-325-1351
geo@elpopularnews.com
www.elpopularnews.com

NAHP
Member Publication

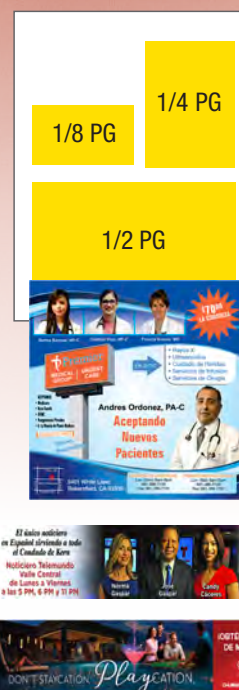
AD SPEC SHEET OPTIONS

SAU Broadsheet • 11,500 WEEKLY ON FRIDAY



WEEKLY BROADSHEET	WIDTH	HEIGHT
COLUMN (SAU)	1.569"	1.00"
FULL PAGE	10.25"	21.00"
HALF PAGE HORIZONTAL	10.25"	10.50"
HALF PAGE VERTICAL	5.042"	21.00"
3/4 PAGE - JUNIOR PAGE	8.452"	18.00"
DOUBLE TRUCK SPREAD	20.50"	21.00"
1/4 Page	5.042"	10.50"
1/8 Page	5.042"	5.25"

Front page banner & spadeas subject to availability. Contact newspaper for pricing.



Front Page Banner

CAMERA READY ART & MECHANICAL REQUIREMENTS

- Mac format preferred
- Press Ready PDF files preferred, with all type pathed and artwork embedded. PDF files must be high resolution (300 dpi), CMYK and built to the exact ad dimensions.
- ADSEND CODE: CABAE
- email: ads@elpopularnews.com

- Additional Acceptable formats include:
 - InDesign with EPS/TIFF support files
 - High resolution (300 dpi) Illustrator and Photoshop files
- No nested files, such as separations placed in Illustrator
- No spot colors, all colors must be CMYK
- Files names **MUST** contain advertiser name or abbreviation
- Please use proper three-letter extension on all file names: .jpg/.pdf
- Microsoft Publisher or Word files are **NOT** accepted for professional print
- **DO NOT** provide images pulled from client's websites, google images, etc.

DEADLINES

Space Deadline: Friday prior 5:00 p.m. PST

Material Deadline: Tuesday prior 5:00 p.m. PST

Deadline extensions: Please contact Publisher

SHIPPING ADDRESS:

El Popular
404 Truxtun Ave.
Bakersfield, Ca 93301

ads@elpopularnews.com • Advertising
geo@elpopularnews.com • Publisher
news@elpopularnews.com • PR materials,
News tips, & OpEd submissions

TERMS AND CONDITIONS

- Publisher reserves the right to ammend advertising rates with a 60 day written notice. Contract rates are hereby acceptedat a reduced rate upon approval of Publisher and Agency/Client. Insertion orders must accompany all agency orders. Invoices are due and payable upon receipt unless otherwise stipulated.
- National rates may apply to any agency/company whose goods or services are sold or distributed beyond the Greater Bakersfield area. Publisher reserves the right to reject any advertisement and does not bear responsibility to claims made by advertisers.

2026 General Advertising Rates

BROADSHEET RATES (GROSS)

National Rates	PerPage
252 col/inches	\$1,890.00
504 col/inches	\$1,858.50
756 col/inches	\$1,827.00
1,260 col/inches	\$1,795.50
1,890 col/inches	\$1,732.50
3,024 col/inches	\$1,638.00
4,914 col/inches	\$1,575.00
6,552 col/inches	\$1,512.00

DIGITAL AD RATES

**May be combined as added value with print buy

Full page takeover		\$650/Month
Medium Banner	300x250	\$200/Month
Leaderboard	728x90	\$250/Month
Billboard	970x250	\$350/Month
Side Banner	300x600	\$400/Month

Broadsheet Color Rates

1-2 color + Black	Included
3 colors + Black	Included
Full Process Color	Included

Legal/Political Advertising

*Open rate col/inch	\$17.50
**Local candidates (see local retail rates)	\$15.00

*Advance payment required unless otherwise stipulated. **City/County,

Broadsheet Mechanical Requirements

Page Dimensions: 6 columns across x 21" depth
10.25" x 21" depth (inches)

1 column display 1.569"

Space Dimensions /inches:

1/8 page horizontal	3 col. x 5.50"
1/4 page horizontal	3 col. x10.5"
1/2 page horizontal	6 col. x10.5"

Pre-Printed Inserts

Minimum sizes inserted: 6" x 9" Per 1000
Maximum 11" x 13"

1-2 Tab/ 1-2 Std Pages	\$32.50
4-12 Tab/2-6 Std Pages	\$38.50
14-20 Tab/ 8-10 Std Pages	\$48.00

Additional Services

Translations	(Exclusive of ad placement)	\$75/hour
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SERVICIOS MIGRATORIOS SIN COSTO
PARA ESTUDIANTES, FACULTAD, Y PERSONAL

EN LOS COLEGIOS COMUNITARIOS DE CALIFORNIA

Programa tu primera cita fácilmente en línea
escaneando este código con la aplicación
de la cámara de tu celular o visitando:

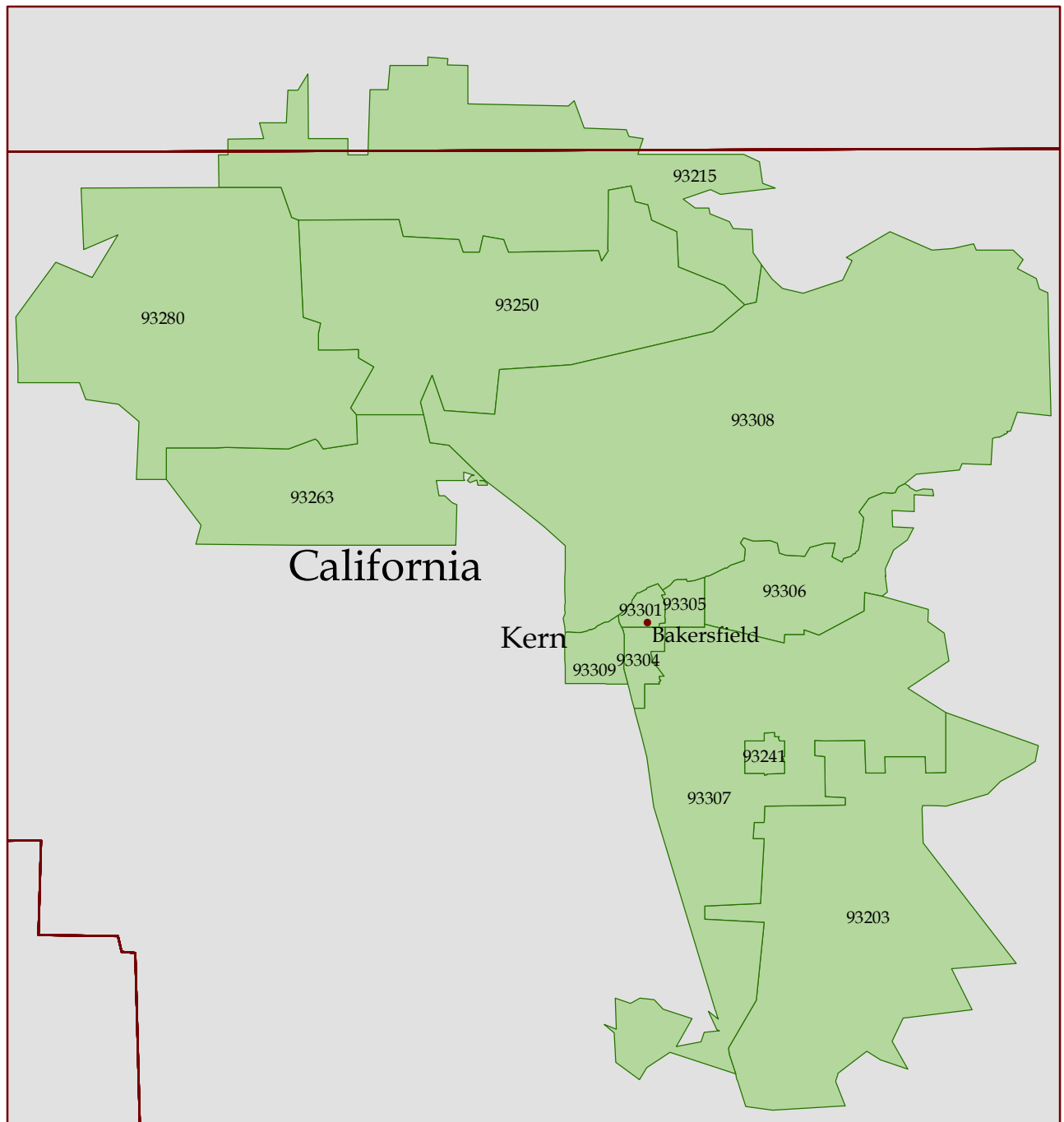
FINDYOURALLY.COM

#FINDYOURALLY

California Community Colleges FOUNDATION FOR CALIFORNIA COMMUNITY COLLEGES

TICKETS START AT \$15

CONCORDIA



El Popular
Bakersfield, California
01-0278

Key to Features

-  County Boundary
-  ZIP Code Boundary

