

THE OBSERVER RATE CARD





The Observer is the independent daily newspaper devoted solely to the Notre Dame and Saint Mary's community. The Observer circulates 6,000 copies daily on campuses, with special editions running 10,000 issues. The Observer is published Monday through Friday and distributed by 11:00 am.

PRINT ADVERTISING RATES

FULL PAGE



Width: **10.25 inches**
 Height: **16 inches**
Pricing (per day)

- Campus/Non-Profit: \$480
- Local: \$720
- National: \$1,240

Column Inch Equivalent: 80

HALF PAGE HORIZONTAL



Width: **10.25 inches**
 Height: **8 inches**
Pricing (per day)

- Campus/Non-Profit: \$240
- Local: \$360
- National: \$620

Column Inch Equivalent: 40

HALF PAGE VERTICAL



Width: **8 inches**
 Height: **10 inches**
Pricing (per day)

- Campus/Non-Profit: \$240
- Local: \$360.00
- National: \$620

Column Inch Equivalent: 40

QUARTER PAGE HORIZONTAL



Width: **8 inches**
 Height: **5 inches**
Pricing (per day)

- Campus/Non-Profit: \$120
- Local: \$180
- National: \$310

Column Inch Equivalent: 20

QUARTER PAGE VERTICAL



Width: **6 inches**
 Height: **7 inches**
Pricing (per day)

- Campus/Non-Profit: \$126
- Local: \$189
- National: \$325.50

Column Inch Equivalent: 21

EIGHTH PAGE

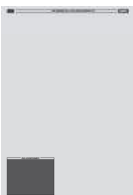


Width: **4 inches**
 Height: **5 inches**
Pricing (per day)

- Campus/Non-Profit: \$60
- Local: \$90
- National: \$155

Column Inch Equivalent: 10

SIXTEENTH PAGE



Width: **4 inches**
 Height: **3 inches**
Pricing (per day)

- Campus/Non-Profit: \$36
- Local: \$54
- National: \$93

Column Inch Equivalent: 6

Display Advertising Rates

Open Rate	Rate per column inch
National	\$15.50
Local	\$9.00
Campus/Non-Profit	\$6.00

Contract Rates

Special pricing for advance purchase of large quantities of advertising.

National	Rate per column inch
160-399"	\$13.50
400-639"	\$13.00
640-879"	\$12.50
1020" and above	\$11.50
Local	
80-279"	\$8.00
280-479"	\$7.50
480-679"	\$7.00
608-879"	\$6.50
880" and above	\$6.00

Additional Rate Information

Football Insider Ad add \$50.00

Color

Campus/Non-profit	\$150.00
Local	\$200.00
National	\$250.00

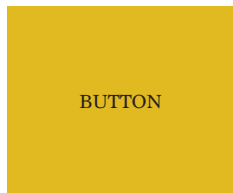
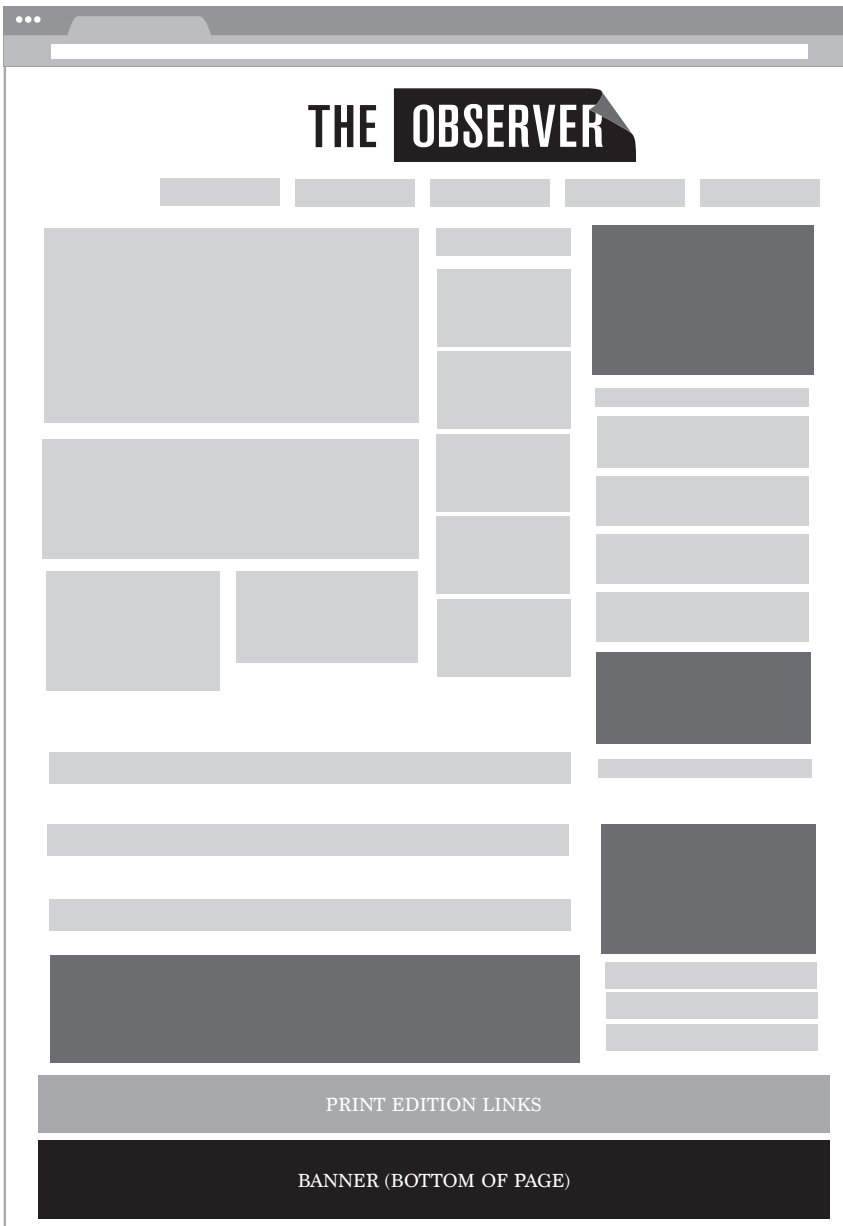
CONTACT INFORMATION

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 destjean.1@nd.edu

Advertising Manager
 Olivia Treister
 574.631.6900
 ads@ndsmcobserver.com

ONLINE ADVERTISING RATES



BANNER (BOTTOM OF PAGE)

468px wide
60px tall

Web advertisements are due by noon 1 business day before the ad is to run. Available file formats include .jpg or .png, using an RGB color profile. If you have questions, please contact our office.

BASE RATES:

Campus/Non-profit:

\$6 per thousand page-views

Local:

\$9 per thousand page-views

National:

\$12 per thousand page-views

INCENTIVE PACKAGES

Open Rate Package

10% discount on any purchase of online ads over 10,000 page views.

15% discount on any purchase of online ads over 30,000 page views.

National Contract Packages

If you fall under any of the following contract rates for print ads, when you purchase an online ad to run for 20,000+ page views, you will receive the corresponding discount.

Print purchase	Online discount
160-399"	15%
400-639"	20%
640-879"	25%
880" and above	30%

Local Contract Packages

Print purchase	Online discount
80-279"	20%
280-479"	25%
480-679"	30%
680-879"	35%
880" and above	40%

Insider-Online Package

The following ad sizes are available for each Friday Irish Insider on a first-come, first-serve basis. With any Insider ad purchase, you will receive a 25% discount on any online ad you purchase to run for that Friday-Saturday.

Print purchase	Available/weekend
Quarter page	3
Half page	1
Full page	1

ADVERTISING DEADLINES

Space for your advertisement must be reserved by 3:00 pm two business days prior to the date of the publication. First time advertisers must prepay by 3:00 pm two business days before the publication

date. Copy material for reserved ads must be received by 12:00 pm the day before publication.

If you would like The Observer to create an ad for you, the text for that ad and any artwork

you would like to be included must be emailed to ads@ndsmcobserver.com by 12:00 pm five business days before the publication date. You will be allowed one revision before publication.

Friday (Five days before)	Saturday	Sunday	Monday	Tuesday	Wednesday (Two days before)	Thursday (One day before)	Friday (Publication date)
5:00 pm Inserts due to Advertising Manager and the South Bend Tribune for inclusion					3:00 pm Space must be reserved Prepayment due for first time advertisers Text and artwork due if The Observer is creating the ad	12:00 pm Ad must be cancelled by this time or you will be charged full price Copy material/artwork due Revision due if The Observer is creating the ad 3:00 pm Classifieds text and payment due	11:00 am Your ad is published in The Observer

SAMPLE SCHEDULE FOR IRISH INSIDER ADVERTISEMENTS

The Irish Insider covers important Notre Dame athletic events including all Notre Dame football games.

Tuesday (three days before)	Wednesday (two days before)	Thursday	Friday (Publication date)
5:00 pm Deadline for reservations to be included in the Insider	3:00 pm Ad artwork due to be included in the Insider		11:00 am Your ad is published in the Irish Insider

CREATIVE SERVICES



The Observer can design your ad for you.

If you would like The Observer to design an ad, there will be a \$50 creative services fee. If the design staff needs to correct a mistake or censor an ad because it does not meet The Observer's standards a \$5 fee will be assessed. All proofs are property of The Observer.

OTHER SERVICES

Subscriptions	Pre-Printed Inserts	Insert Rates	Classifieds												
Subscriptions must be pre-paid. Contact our Office Manager Debra de St. Jean at 574.631.7471 to subscribe. \$130 per academic year \$75 per semester	May be inserted into any edition of The Observer. A printed sample of the insert must be sent to the Observer Advertising Manager for approval prior to publication. Inserts must be 8.5 inches x 11 inches or smaller Inserts must be sent to the South Bend Tribune and received five business days prior to insertion. South Bend Tribune 225 W. Colfax Ave. South Bend, IN 46620	<table border="1"> <thead> <tr> <th>Size</th> <th>Rate/1,000</th> </tr> </thead> <tbody> <tr> <td>2-4 pages</td> <td>\$55</td> </tr> <tr> <td>5-8 pages</td> <td>\$65</td> </tr> <tr> <td>9-12 pages</td> <td>\$75</td> </tr> <tr> <td>13-16 pages</td> <td>\$85</td> </tr> <tr> <td>17 or more</td> <td>\$95</td> </tr> </tbody> </table> <p>Insert folding is an additional \$19.50 per thousand inserts.</p>	Size	Rate/1,000	2-4 pages	\$55	5-8 pages	\$65	9-12 pages	\$75	13-16 pages	\$85	17 or more	\$95	All classifieds must be prepaid at a rate of \$.05 per character, punctuation, and space per day. Classifieds text and payment is due by 1:00 pm the business day prior to publication date. Contact Debra de St. Jean to place your classified. 574.631.7471
Size	Rate/1,000														
2-4 pages	\$55														
5-8 pages	\$65														
9-12 pages	\$75														
13-16 pages	\$85														
17 or more	\$95														

PUBLICATION CALENDAR

August 2016							September							October							November							December						
S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S
-	-	-	-	-	-	-	-	05	06	07	08	09	-	-	03	04	05	06	07	-	-	-	01	02	03	04	-	-	05	06	07	08	-	-
-	-	-	-	-	-	-	-	12	13	14	15	16	-	-	10	11	12	13	-	-	-	14	15	16	17	18	-	-	-	-	-	-	-	-
-	-	-	-	-	19	-	-	19	20	21	22	23	-	-	-	-	-	-	-	-	-	21	-	-	-	-	-	-	-	-	-	-	-	-
-	23	24	25	26	-	-	-	26	27	28	29	30	-	-	25	26	27	28	-	-	-	29	30	-	-	-	-	-	-	-	-	-	-	
-	29	30	31	-	-	-	-	-	-	-	-	-	-	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

January 2017							February							March							April							May						
S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S	S	M	T	W	R	F	S
-	-	-	-	-	-	-	-	06	07	08	09	10	-	-	06	07	08	09	-	-	-	03	04	05	06	07	-	-	01	02	03	-	-	-
-	-	-	-	-	-	-	-	13	14	15	16	17	-	-	-	-	-	-	-	-	-	10	11	12	-	-	-	-	-	-	-	-	-	-
-	-	18	19	20	-	-	-	20	21	22	23	24	-	-	21	22	23	24	-	-	-	19	20	21	-	-	-	-	-	-	-	-	-	
-	23	24	25	26	27	-	-	27	28	-	-	-	-	-	27	28	29	30	31	-	-	24	25	26	27	28	-	-	-	-	-	-	-	-
-	30	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Important Publication Dates

Freshman Edition	Aug. 19
Fall Break	Oct. 15-23
Thanksgiving Holiday	Nov. 23-27
Last Fall Semester Edition	Dec. 8
Resume Publication	Jan. 18
Junior Parents Weekend	Feb. 17-19
Spring Break	Mar. 11-19
Easter Holiday	Apr. 14-17
Last Regular Edition	May 3
Commencement Edition	May 19

Football Schedule

@ Texas	Sept. 4
Nevada	Sept. 10
Michigan State	Sept. 17
Duke	Sept. 24
@ Syracuse	Oct. 1
@ NC State	Oct. 8
Stanford	Oct. 15
Miami	Oct. 29
vs. Navy (EverBank Field)	Nov. 5
vs. Army (Alamodome)	Nov. 12
Virginia Tech	Nov. 19
@ USC	Nov. 26



THE OBSERVER IS A STUDENT-RUN, DAILY PRINT & ONLINE NEWSPAPER SERVING NOTRE DAME & SAINT MARY'S. [LEARN MORE ABOUT US.](#)



Notre Dame, Michigan to resume football series in 2018

Four years after their last meeting, college football's two winningest programs are set to resume their rivalry in 2018. Both the Notre Dame and Michigan athletic departments announced a resumption of the football series between the schools Thursday, with two meetings scheduled. The two teams will open the 2018 season at Notre Dame Stadium on Sept. 1, 2018, [read more](#)



TODAY'S HEADLINES

Jenkins announces new center in Mexico

Notre Dame plans to open an office in Mexico City, University President Fr. John Jenkins announced Friday. "It's a first step, with lots..."

Lawsuit against ND claims Snite display contains stolen art

A Pittsburgh man filed a lawsuit against Notre Dame, claiming the University's Snite Museum of Art owns \$575,000 worth of his father's...

Man injured while working in Flaherty construction site

Updated Thursday at 2:48 p.m. A 54-year-old man was taken to Memorial Hospital on Tuesday morning after suffering a puncture wound in...

University names first woman police chief

The University named Keri Kei Shibata the first woman chief of campus police Wednesday, according to a press release. Shibata will replace...

Dunne Hall, Flaherty Hall to open for fall



ADVERTISEMENT



TRENDING STORIES



Notre Dame, Michigan to resume football series in 2018



Playlist: 17 songs about being 17



Jenkins announces new center in Mexico

Photo Illustrations provided by Laura Gruszka and Susan Zhu

OBSERVER POLICIES

ADVERTISING POLICIES

- All advertising is subject to approval by The Observer General Board — the General Board reserves the right to reject any ads for any reason without further explanation.
- Only publication of an ad signifies acceptance by The Observer.
- The Observer prohibits ads promoting alcohol.
- Ads from organized groups of students or alumni unrecognized by the University must include the following: "(Group Name) is not affiliated with the University of Notre Dame or Saint Mary's College" in the advertisement.
- Advertisers shall defend and hold The Observer harmless from all claims, demands and/or litigation directly or indirectly related to improper or unauthorized use of any photograph, drawing, likeness, name, logo, trademark, representation or any other material provided by The Observer in any advertisement.
- The advertiser and advertising agency assume liability for all content and responsibility for any claims made against The Observer arising from the publication of the advertisement.
- The Observer reserves the right to release names upon proper request from law enforcement agencies.
- Liability for any error is limited to the cost of the ad and only the first insertion of such an error.
- The Observer is not liable for problems with ad creatives The Observer is asked to design.
- Make Goods are determined by the Advertising Manager and General Board.

COPY REGULATIONS

- The Observer will not knowingly publish any advertisement that violates the law.
- The Observer will not publish any advertisement in any way that would appear as an error of The Observer's.
- The advertisers assigns all title and interest to The Observer to all paste-ups and original art produced by The Observer.
- Advertising simulating news must carry the words "paid advertisement."