The Observer is the independent daily newspaper devoted solely to the Notre Dame, Saint Mary’s and Holy Cross community. The Observer circulates 4,000 copies daily across campuses with special editions running 6,000 issues. The Observer is published Monday through Friday and distributed by 11:00 a.m.*

*This year, The Observer will be published on Mondays, Wednesdays and Fridays until further notice.

Our Irish Insider special editions cover important Notre Dame athletic events including all home football games. Our football Irish Insiders print every Friday before home football games and are available throughout downtown South Bend and at local hotels.

We love visitors! Our office has limited office hours. Please email us or give us a call if you would like to stop by!
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 Vertical

Width: 8 inches
Height: 10 inches
Pricing (per day)
- Campus/Non-Profit: $240
- Local: $360
- National: $620
*Column Inch Equivalent: 40*

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*

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*

Color Printing

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>$250.00</td>
</tr>
<tr>
<td>Local</td>
<td>$200.00</td>
</tr>
<tr>
<td>Campus/Non-Profit</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

Additional Rate Information
Football Insider Ad — add $50
Print Advertising Rates

<table>
<thead>
<tr>
<th>OPEN RATE</th>
<th>RATE PER COLUMN INCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>$15.50</td>
</tr>
<tr>
<td>Local</td>
<td>$9.00</td>
</tr>
<tr>
<td>Campus/Non-Profit</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

Contract Rates
Special pricing for advance purchase of large quantities of advertising.

<table>
<thead>
<tr>
<th>NATIONAL</th>
<th>RATE PER COLUMN INCH</th>
<th>LOCAL</th>
<th>RATE PER COLUMN INCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>160-399&quot;</td>
<td>$13.50</td>
<td>80-279&quot;</td>
<td>$8.00</td>
</tr>
<tr>
<td>400-639&quot;</td>
<td>$13.00</td>
<td>280-479&quot;</td>
<td>$7.50</td>
</tr>
<tr>
<td>640-879&quot;</td>
<td>$12.50</td>
<td>480-679&quot;</td>
<td>$7.00</td>
</tr>
<tr>
<td>1020&quot; and above</td>
<td>$11.50</td>
<td>608-879&quot;</td>
<td>$6.50</td>
</tr>
<tr>
<td></td>
<td></td>
<td>880&quot; and above</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

Online Advertising Rates

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus/Non-Profit</td>
<td>$6 per thousand page-views</td>
</tr>
<tr>
<td>Local</td>
<td>$9 per thousand page-views</td>
</tr>
<tr>
<td>National</td>
<td>$12 per thousand page-views</td>
</tr>
</tbody>
</table>

Special Pricing

- 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.

Twitter

The Observer now offers Twitter ads! Our Twitter account @NDSMCOObserver has nearly 13,000 followers. Post an ad or sponsor a story on Twitter with us to get maximum digital visibility, especially during football weekends.

*Note: No more than 3 tweets from the same advertiser per week*

Base Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Photo Ads</td>
<td>$100 for original tweet</td>
</tr>
<tr>
<td></td>
<td>$50 for re-tweet</td>
</tr>
<tr>
<td>Moving Picture and Video Ads</td>
<td>$150 for original post</td>
</tr>
<tr>
<td></td>
<td>$75 for re-tweet</td>
</tr>
<tr>
<td>Story Sponsor</td>
<td>$100</td>
</tr>
<tr>
<td>@ObserverSports Re-Tweet</td>
<td>Additional $25</td>
</tr>
<tr>
<td>Football Weekend Charge</td>
<td>Additional $30</td>
</tr>
</tbody>
</table>

Facebook

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Ad</td>
<td>$125 per post</td>
</tr>
</tbody>
</table>

Social Media Package

<table>
<thead>
<tr>
<th>Package</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook &amp; Twitter Ad</td>
<td>$200</td>
</tr>
</tbody>
</table>
Advertising Deadlines

Reservations for all advertisements (print, online and Twitter), must be reserved by 12 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 to cancel your ad reservation, it must be canceled by this time or you will be charged full price.

For all Irish Insiders, ad reservations must be made three days prior to print date and artwork must be submitted two business days prior by noon.

Creative Services

If you would like The Observer to design an ad, there will be a $50 creative services fee per ad. If the ad is two pages it is charged as two ads. 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. $25 will be charged if The Observer needs to make changes to an existing ad. All proofs are property of The Observer. Text for the ad and any artwork to be included must be emailed to ads@ndsmcobserver.com five business days before the publication date.

Text for the ad and any artwork to be included must be emailed to ads@ndsmcobserver.com five business days before the publication date. One revision is allowed before publication.
Other Services

Subscriptions
Please contact office@ndsmcoberserver.com or call 574-631-7471.

- $130 per academic year
- $75 per semester

Pre-Printed Inserts
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 Papers and received five business days prior to insertion

<table>
<thead>
<tr>
<th>RATE/1000 INSERTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-4 pages</td>
</tr>
<tr>
<td>5-8 pages</td>
</tr>
<tr>
<td>9-12 pages</td>
</tr>
<tr>
<td>13-16 pages</td>
</tr>
<tr>
<td>17 or more</td>
</tr>
</tbody>
</table>

The Papers
202 E. First St.
Milford, IN 46542
Attn: Elaine Pearson

Classifieds
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.

Please contact office@ndsmcoobserver.com or call 574-631-7471.
Important Publication Dates

Welcome Edition Aug 20
Last Fall Semester Edition Dec 6

Irish Insiders

Irish Insiders run on the Friday before home football games.

Friday, Sept. 10 — vs. Toledo
Friday, Sept. 17 — vs. Purdue
Friday, Sept. 24 — vs. Wisconsin (Shamrock Series)
Friday, Oct. 1 — vs. Cincinnati
Friday, Oct. 22 — vs. USC
Friday, Oct. 29 — vs. North Carolina
Friday, Nov. 5 — vs. Navy
Friday, Nov. 19 — vs. Georgia Tech
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.

Copyright 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.”