

THE OBSERVER



Effective August 1, 2025

Rate Card 2025-2026

About The Observer

The Observer is the independent daily newspaper devoted solely to the Notre Dame, Saint Mary's and Holy Cross community. The Observer circulates 2,500 copies daily across campuses. The Observer is published on Mondays, Wednesdays and Fridays and distributed by 11:00 a.m.

Contact information

Editor-in-Chief

Liam Kelly
editor@ndsmcobserver.com

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.

Advertising

547.631.7471
advertising@ndsmcobserver.com

Office

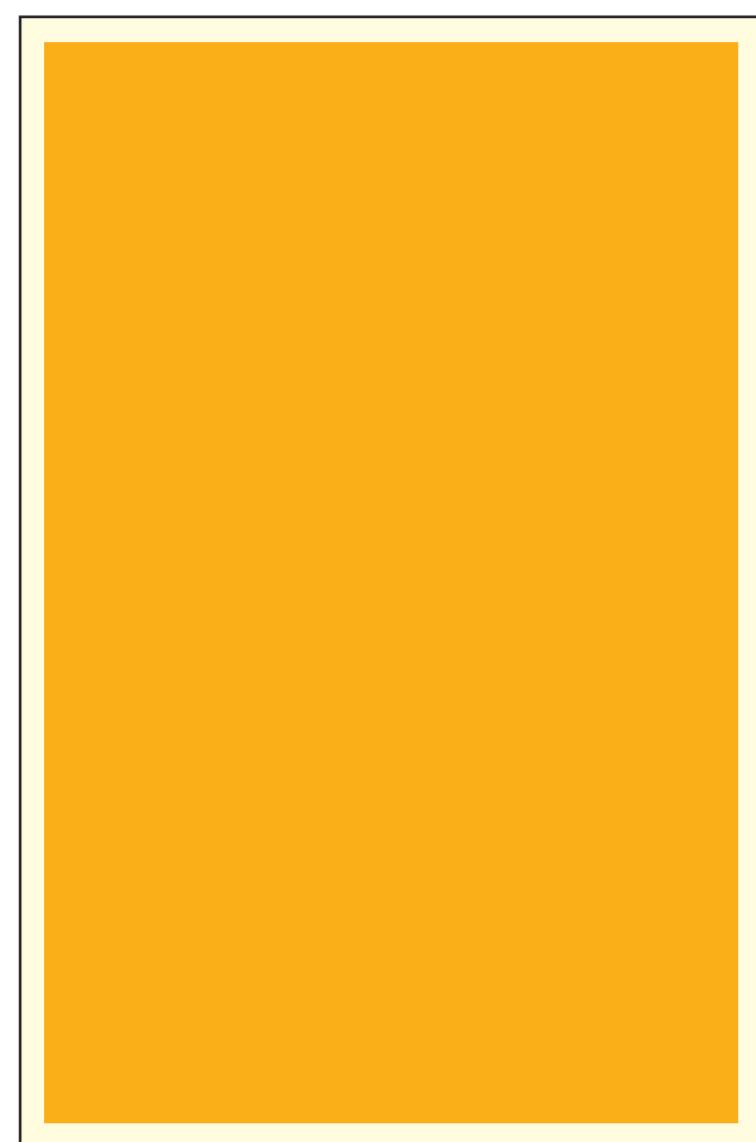
547.631.7471
office@ndsmcobserver.com
900 Hesburgh Library, Notre Dame IN 46556

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

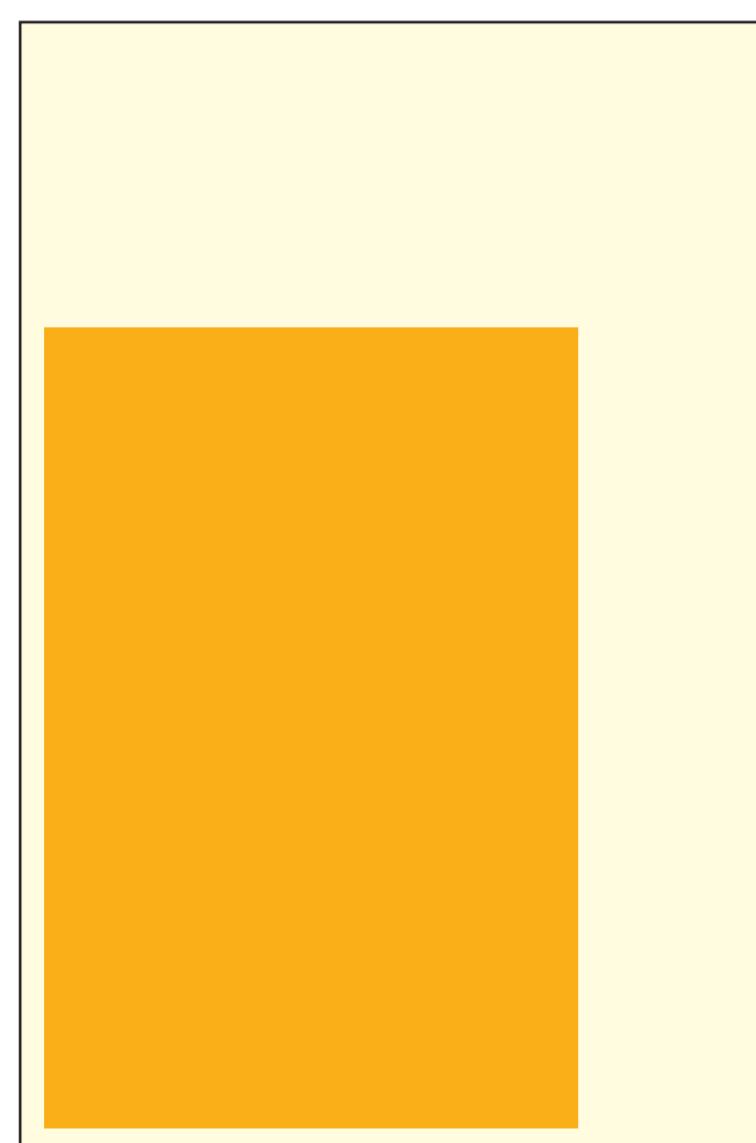
Height: 16 inches

Pricing (per day)

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

Column Inch Equivalent: 80

Half Page Vertical



Width: 8 inches

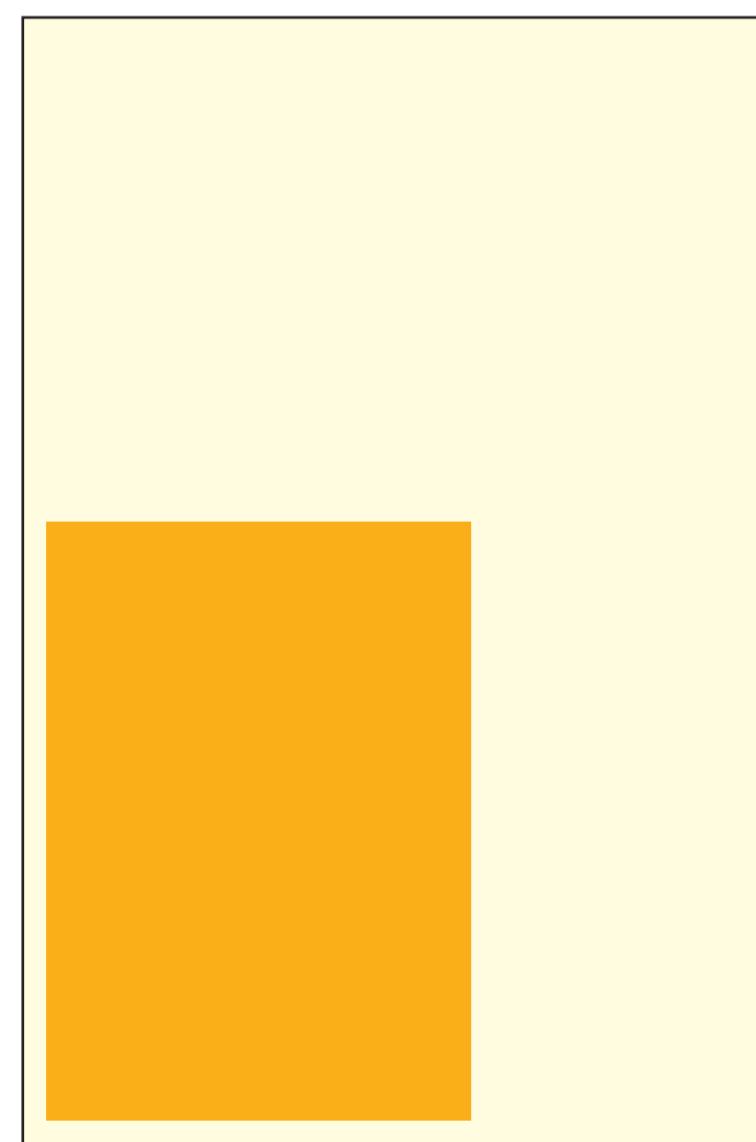
Height: 10 inches

Pricing (per day)

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

Column Inch Equivalent: 40

Quarter Page Vertical



Width: 6 inches

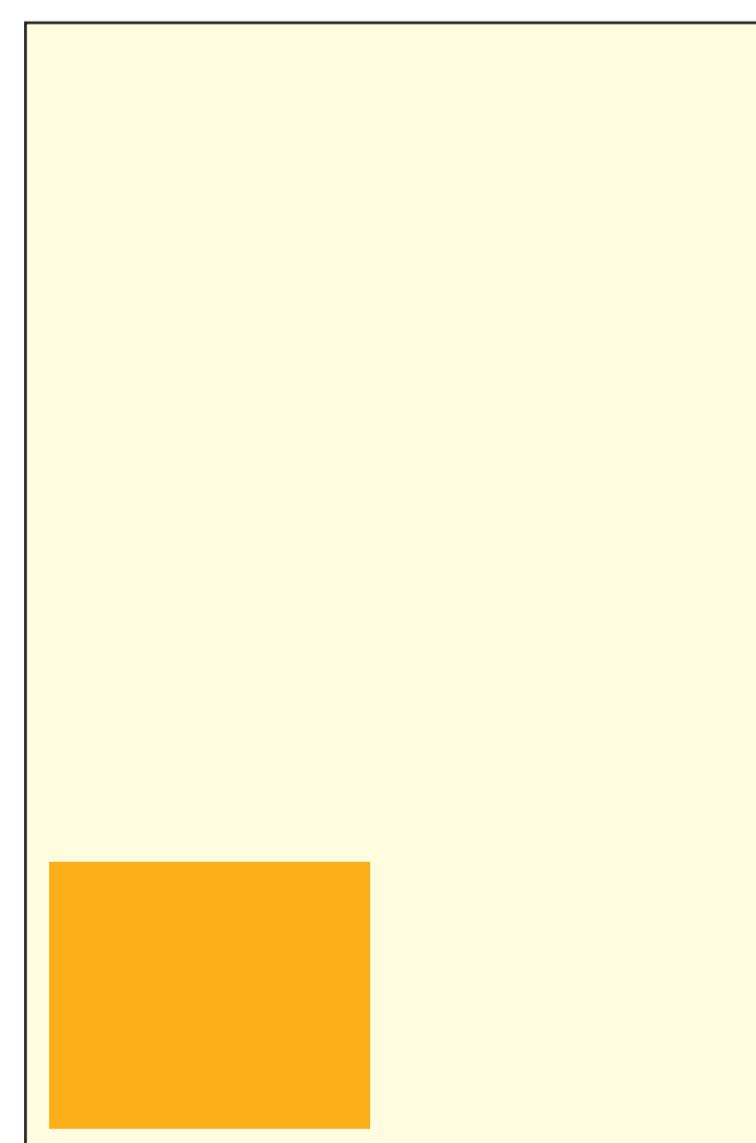
Height: 7 inches

Pricing (per day)

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

Column Inch Equivalent: 21

Sixteenth Page



Width: 4 inches

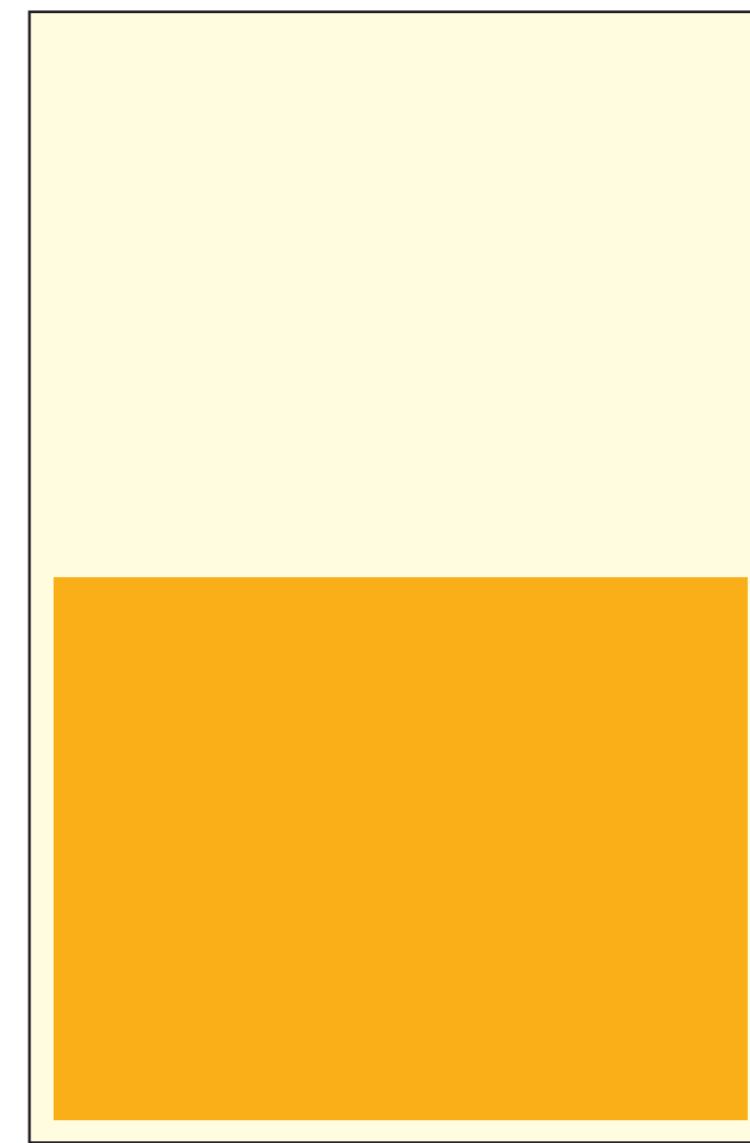
Height: 3 inches

Pricing (per day)

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

Column Inch Equivalent: 6

Half Page Horizontal



Width: 10.25 inches

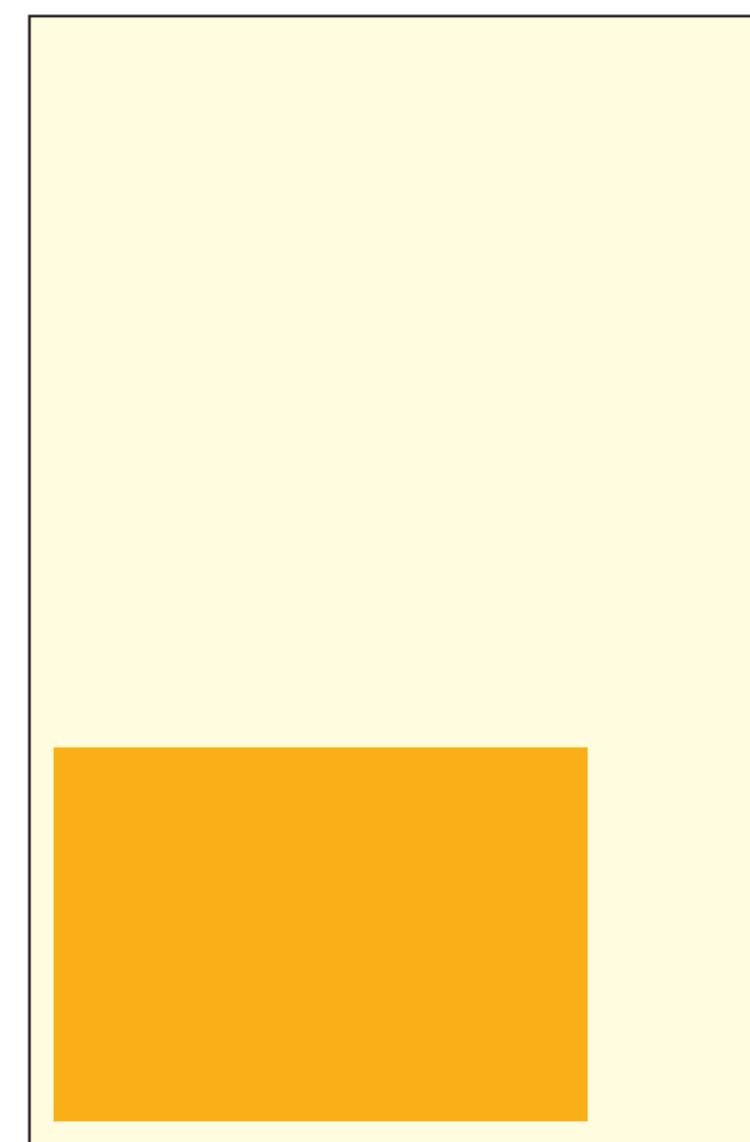
Height: 8 inches

Pricing (per day)

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

Column Inch Equivalent: 40

Quarter Page Horizontal



Width: 8 inches

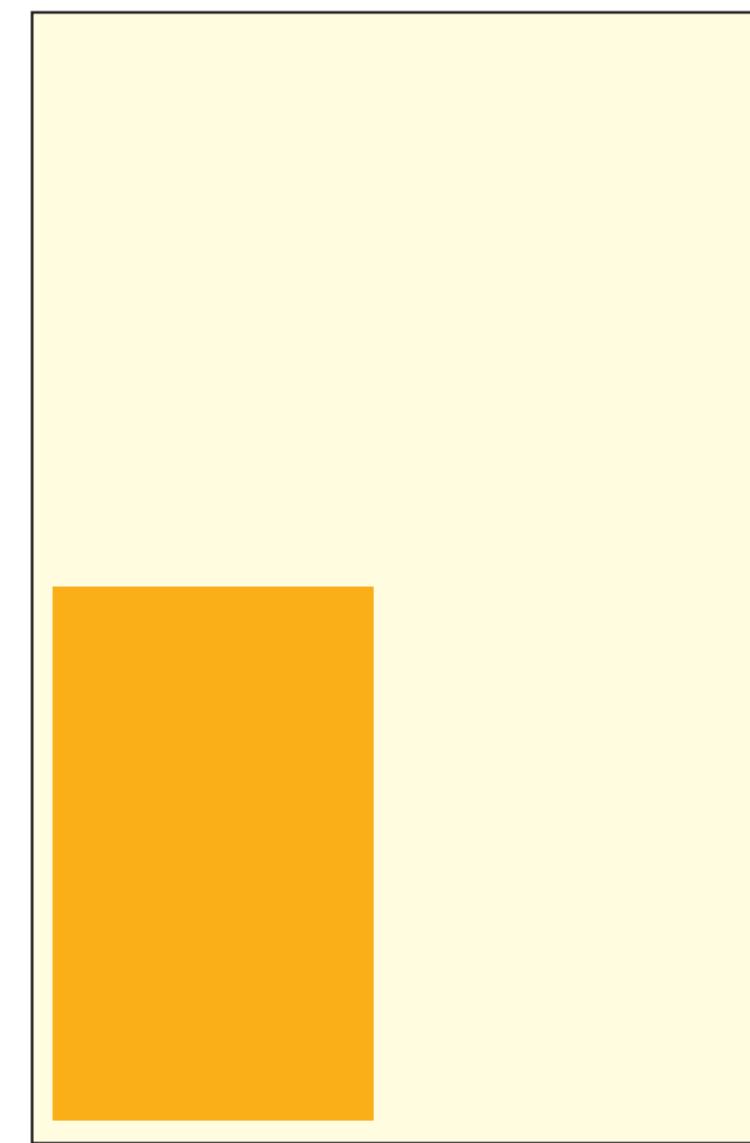
Height: 5 inches

Pricing (per day)

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

Column Inch Equivalent: 20

Eighth Page



Width: 4 inches

Height: 5 inches

Pricing (per day)

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

Column Inch Equivalent: 10

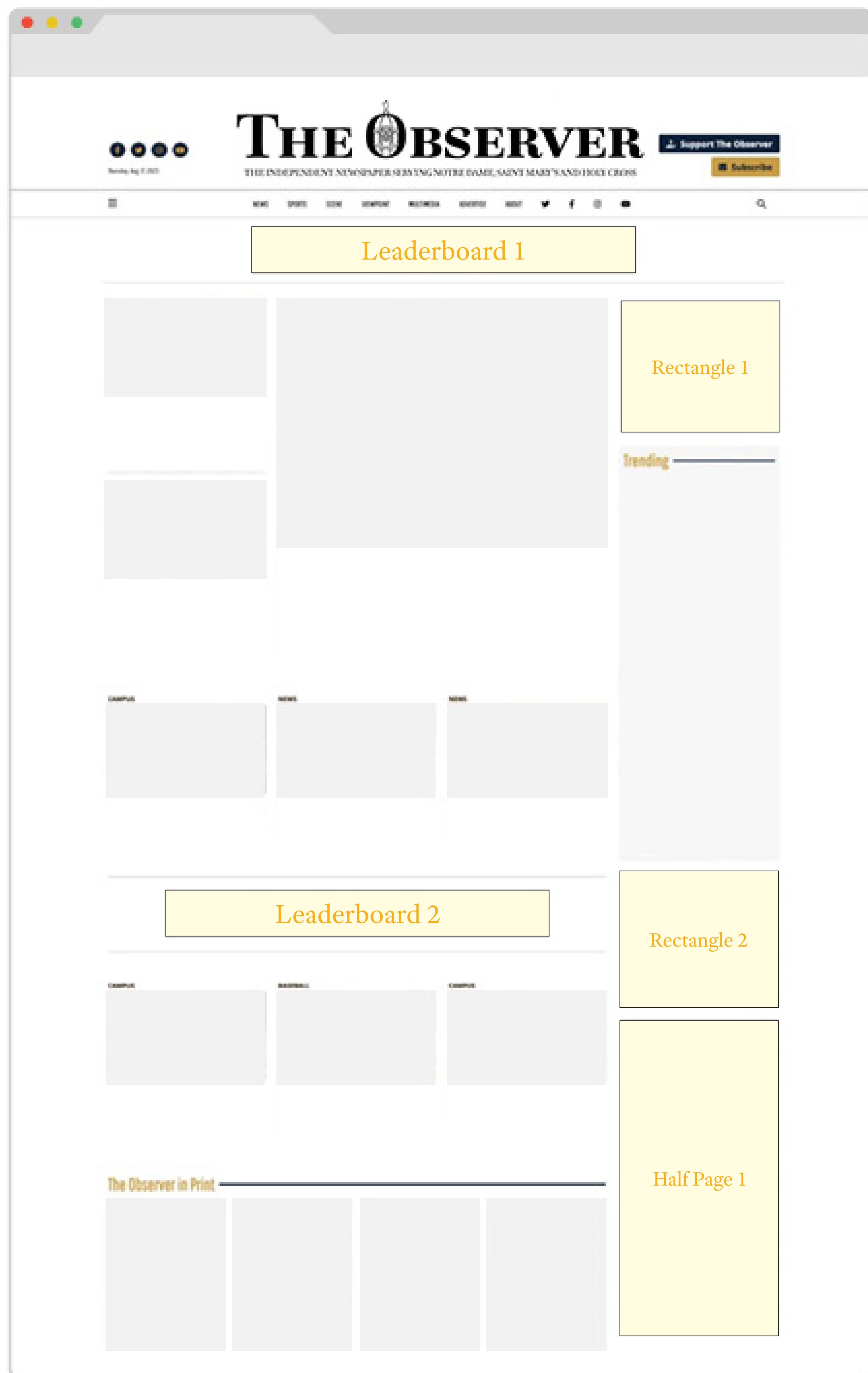
Color Printing

Additional \$150 charge.

Print Advertising Rates

OPEN RATE	RATE PER COLUMN INCH
National	\$15.50
Local	\$9.00
Campus/Non-Profit	\$6.00

Online Advertising Rates



Ads placed in the “Leaderboard” Position cost \$100 a day

Ads placed in the “Rectangle” Position cost \$50 a day

Ads placed in the “Half Page” Position cost \$75 a day

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. Please email for pixel dimensions or if you have any questions.

Twitter

The Observer now offers Twitter ads! Our Twitter account @NDSMCOObserver has nearly 15,000 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

Standard Twitter Package	\$150 Includes Retweet to Main Account
Video Twitter Package	\$200 Includes Retweet to Main Account
Story Sponsor	\$100
@ObserverSports Re-Tweet	Additional \$25
Football Weekend Charge	Additional \$30

Facebook

Facebook Ad	\$125 per post
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Social Media Package

Facebook & Twitter Ad	\$200
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Advertising Deadlines

Reservations for all advertisements (print, online and Twitter), must be reserved by 12 pm one day prior to the date of the publication. 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.

Creative Services

\$50
creative services fee

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@ndsmcobserver.com or call 574-631-7471

- \$130 per academic year
- \$75 per semester

Classifieds

Classified pricing is at a rate of \$.05 per character, punctuation, and space per day. Classified text is due by 1:00 pm the business day prior to publication date.

Please email your classified to advertising@ndsmcobserver.com

Publication Calendar

AUGUST						
S	M	T	W	Th	F	S
					22	
			27		29	

SEPTEMBER						
S	M	T	W	Th	F	S
	1		3		5	
	8		10		12	
	15		17		19	
	22		24		26	
	29					

OCTOBER						
S	M	T	W	Th	F	S
			1		3	
	6		8		10	
	13		15		17	
			29		31	

NOVEMBER						
S	M	T	W	Th	F	S
3		5		7		
10		12		14		
17		19		21		
24						

DECEMBER						
S	M	T	W	Th	F	S
			3		5	
	8		10			

JANUARY						
S	M	T	W	Th	F	S
			14		16	
	19		21		23	
	26		28		30	

FEBRUARY						
S	M	T	W	Th	F	S
	2		4		6	
	9		11		13	
	16		18		20	
	23		25		27	

MARCH						
S	M	T	W	Th	F	S
	2		4			
				18	20	
	23		25		27	
	30					

APRIL						
S	M	T	W	Th	F	S
			1			
			8		10	
	13		15		17	
	20		22		24	
	27		29			

MAY						
S	M	T	W	Th	F	S
						15

Important Publication Dates

Commencement issue: May 15, 2026

- All print days after March 5 are subject to change by new Editor-in-Chief

Online only issues*

September 1
November 24

Irish Insiders

*Irish Insiders run on the Friday before home football games.**

September 12 – vs. Texas A&M

September 19 – vs. Purdue

October 3 – vs. Boise State

October 10 – vs. NC State

October 17 – vs. USC

November 7 – vs. Navy

November 21 – vs. Syracuse

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."