Dear Advertiser,

We’ve got big news for you — The Observer will be sporting a brand-new look this fall. After countless hours and many drafts, we’ve come up with a new design that’s cleaner, easier to read and more attractive than ever before. While this is great news for our readers, it’s even better for you because more people are going to notice, read and act on your ads.

To introduce you to our new design and some of the new programs we’re adding for our advertisers, we’ve put together this media kit. We printed this kit on the same paper The Observer is printed on each and every day because we wanted you to see exactly what readers will pick up when they’re reading the paper in the dining hall, in their dorm rooms or perhaps out on the quad. We think you’ll be able to see why the new design is going to draw more eyes to your ads.

But that’s just the start of why we created this for you.

In addition to all of our standard ad sizes, prices and publication dates, we’ll show you our brand-new discount packages for purchases of print and online advertising. You’ll learn more about our extremely popular website, which has been nominated for the 2011-2012 Online Pacemaker Award from the Associated Collegiate Press. If you turn to page 4, you’ll see why we think advertising in color is absolutely worth the extra cost. In addition, you’ll see why our ad design team can make your ad jump off the page. In short, everything you need to advertise with us in the upcoming year is contained inside this kit.

We’re extremely proud of our new design, which brings The Observer a fresh feel for the future. The things you know and love about advertising with us won’t change — we’re still the best way to reach Notre Dame and Saint Mary’s students, and we’re still a favorite among alumni, especially those who regularly return to South Bend. We’re only going to get better, and we’re excited for you to be a part of it.

If you have any suggestions for improving our advertising experience or have any questions about our changes, please don’t hesitate to contact me.

Thanks so much for advertising with us. We’re looking forward to working with you this year and in the future.

Sincerely,

Allan Joseph
Editor-in-Chief
ajoseph2@nd.edu
(574) 631-4542
PRINT ADVERTISING

The Observer is the daily newspaper devoted solely to the Notre Dame and Saint Mary’s community. The Observer circulates 10,000 copies daily on campuses, with special editions running 15,000 issues. The Observer is published Monday through Friday and distributed at 11:00 am.

FULL PAGE

Width: 10.25 inches
Height: 15.5 inches

Pricing (per day):
Campus/Non-Profit: $400
Local: $720
National: $1,216

Column Inch Equivalent: 80

HALF PAGE HORIZONTAL

Width: 10.25 inches
Height: 8 inches

Pricing (per day):
Campus/Non-Profit: $240
Local: $380
National: $608

Column Inch Equivalent: 40

HALF PAGE VERTICAL

Width: 8 inches
Height: 10 inches

Pricing (per day):
Campus/Non-Profit: $240
Local: $360
National: $608

Column Inch Equivalent: 40

QUARTER PAGE HORIZONTAL

Width: 8 inches
Height: 5 inches

Pricing (per day):
Campus/Non-Profit: $120
Local: $160
National: $304

Column Inch Equivalent: 20

QUARTER PAGE VERTICAL

Width: 6 inches
Height: 7 inches

Pricing (per day):
Campus/Non-Profit: $126
Local: $169
National: $319.20

Column Inch Equivalent: 21

EIGHTH PAGE

Width: 4 inches
Height: 5 inches

Pricing (per day):
Campus/Non-Profit: $60
Local: $90
National: $152

Column Inch Equivalent: 10

SIXTEENTH PAGE

Width: 4 inches
Height: 3 inches

Pricing (per day):
Campus/Non-Profit: $36
Local: $54
National: $91.20

Column Inch Equivalent: 6

CONTRACT RATES

The Observer offers contract rates for advertisers who commit to a large quantity of advertisements up front. Contract rates are discounted from our standard rates.

<table>
<thead>
<tr>
<th>National</th>
<th>Rate per column inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>160–399</td>
<td>$12.00</td>
</tr>
<tr>
<td>400–699</td>
<td>$11.00</td>
</tr>
<tr>
<td>800 and above</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Local</th>
<th>Rate per column inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>80–279</td>
<td>$8.00</td>
</tr>
<tr>
<td>280–479</td>
<td>$7.50</td>
</tr>
<tr>
<td>480–679</td>
<td>$7.00</td>
</tr>
<tr>
<td>680–879</td>
<td>$6.50</td>
</tr>
<tr>
<td>880 and above</td>
<td>$6.00</td>
</tr>
</tbody>
</table>

COLOR CHARGES

<table>
<thead>
<tr>
<th>Color Configuration</th>
<th>Charge per Run Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black + 1 Spot Color</td>
<td>$100</td>
</tr>
<tr>
<td>Black + 2 Spot Colors</td>
<td>$200</td>
</tr>
<tr>
<td>Black + 3 Spot Colors</td>
<td>$300</td>
</tr>
<tr>
<td>Full Process Color</td>
<td>$370</td>
</tr>
</tbody>
</table>
ONLINE ADVERTISING

OUR ONLINE READERSHIP

Whether you’re looking to reach local residents or alumni across the nation, our website can help you reach more customers than ever before.

596
PAGE VIEWS
2011–2012
ACADEMIC YEAR

261,121
PAGE VIEWS
2011–2012
ACADEMIC YEAR

INCENTIVE PACKAGES

Open Rate Package
10% discount on any purchase of online ads over 10,000 hits.
15% discount on any purchase of online ads over 30,000 hits.

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+ hits, you will receive the corresponding discount.

<table>
<thead>
<tr>
<th>Print purchase</th>
<th>Online discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>160-399 column inches</td>
<td>15%</td>
</tr>
<tr>
<td>400-639 column inches</td>
<td>20%</td>
</tr>
<tr>
<td>640-879 column inches</td>
<td>25%</td>
</tr>
<tr>
<td>880 or more column inches</td>
<td>30%</td>
</tr>
</tbody>
</table>

Local Contract Packages

<table>
<thead>
<tr>
<th>Print purchase</th>
<th>Online discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>80-279 column inches</td>
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</tr>
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<td>35%</td>
</tr>
<tr>
<td>880 or more column inches</td>
<td>40%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Print purchase</th>
<th>Number available/weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>3</td>
</tr>
<tr>
<td>Half page</td>
<td>1</td>
</tr>
<tr>
<td>Full page</td>
<td>1</td>
</tr>
</tbody>
</table>

ONLINE AD SIZES

Available file formats include .jpg or .gif, using an RGB color profile. Web advertisements are due by noon 1 business day before the ad is to run.

BASE RATES:

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate per thousand page views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus/Non-profit</td>
<td>$6</td>
</tr>
<tr>
<td>Local</td>
<td>$8</td>
</tr>
<tr>
<td>National</td>
<td>$12</td>
</tr>
</tbody>
</table>

STATISTICALS

UNIQUE VISITORS

584,719

PAGE VIEWS

2011–2012 ACADEMIC YEAR

SOUTH BEND, IND.: 208,503

PAGE VIEWS

2011–2012 ACADEMIC YEAR

596

PAGE VIEWS

2011–2012 ACADEMIC YEAR

261,121

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261,121

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COLOR MATTERS

GRAYSCALE
Grayscale advertisements contain a full range of grays from black to white.

SPOT COLOR
Spot Color advertisements can contain a full range of grays from black to white and one spot color. If you are unsure about the technical aspects of designing a spot color ad, our creative services team can help.

- BLACK + 1 SPOT COLOR $100/RUN DATE
- BLACK + 2 SPOT COLORS $200/RUN DATE

FULL COLOR
Full color advertisements are printed using a four color CMYK process allowing you to achieve a full range of color.

- FULL PROCESS COLOR $370/RUN DATE
ADVERTISEMENTS IN CONTEXT

EIGHT PAGE
4 INCHES X 5 INCHES

QUARTER PAGE
8 INCHES X 5 INCHES

OUR AD DESIGN TEAM CAN DESIGN YOUR AD

$25 CREATIVE SERVICES FEE

THE OBSERVER
ADVERTISING DEADLINES

SAMPLE SCHEDULE

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 observad@nd.edu by 12:00 pm five business days before the publication date. You will be allowed one revision before publication.

IRISH INSIDER

The Irish Insider is a pull-out section designed to provide in-depth coverage and opinion on major Notre Dame sporting events including each Notre Dame football game.

SAMPLE SCHEDULE FOR INSIDER ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Tuesday (three days before)</th>
<th>Wednesday (two days before)</th>
<th>Friday (Publication date)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 pm Deadline for reservations to be included in the Insider</td>
<td>3:00 pm Ad artwork due to be included in the Insider</td>
<td>11:00 am Your ad is published in the Irish Insider</td>
</tr>
</tbody>
</table>

Subscriptions

Subscriptions must be prepaid.
Contact our Office Manager, Debra de St. Jean, at 574.631.7471 to subscribe.
$130 per academic year
$75 per semester

Pre-Printed Inserts

May be inserted into any Monday, Wednesday or Friday 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 6.5 inches x 11 inches or smaller
The Observer and The Papers do not have the ability to deliver or design inserts. Inserts must be sent to The Papers and received five business days prior to insertion.

The Irish Insider is a pull-out section designed to provide in-depth coverage and opinion on major Notre Dame sporting events including each Notre Dame football game.

Insert Rates

<table>
<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>

Insert folding is an additional $19.50 per thousand inserts.

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 3:00 pm the business day prior to publication date.
Contact Debra de St. Jean to place your classified.
574.631.7471
POLICIES

GENERAL 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.”

CONTACT US

024 SOUTH DINING HALL
P.O. BOX 779
NOTRE DAME, IN 46556

PHONE: 574.631.6900
FAX: 574.631.6927
NDSMCOBSERVERADS@GMAIL.COM

EDITOR-IN-CHIEF
ALLAN JOSEPH
574.631.4642
AJOSEPH2@ND.EDU

OFFICE MANAGER
DEBRA DE ST. JEAN
574.631.7471
DEBRA.M.DESTJEAN.1@ND.EDU

ADVERTISING MANAGER
MONICA MCCORMACK
EMILY KOPETSKY
574.631.6900
NDSMCOBSERVERADS@GMAIL.COM

Football Schedule

- Navy (Dublin, Ireland) Sept. 1
- Purdue Sept. 8
- @ Michigan State Sept. 15
- Michigan Sept. 22
- Miami Oct. 6
- Stanford Oct. 13
- BYU Oct. 20
- @ Oklahoma Oct. 27
- Pittsburgh Nov. 3
- @ Boston College Nov. 10
- Wake Forest Nov. 17
- @ USC Nov. 24

Important Publication Dates

Freshman Edition Aug. 18
First Regular Edition Aug. 22
Fall Break Oct. 13-21
Thanksgiving Nov. 21-25
Last Fall Semester Edition Dec. 6
Resume Publication Jan. 16
Junior Parents Weekend Feb. 15-17
Spring Break Mar. 9-17
Easter Mar. 29-Apr. 1
Last Regular Edition May 1
Commencement Edition May 19
OUR AD DESIGN TEAM

We will work with you to determine the best way to advertise to the Notre Dame community. Our creative team will help you create an ad that communicates your message most effectively.