
THE INDEPENDENT
NEWSPAPER SERVING
NOTRE DAME AND
SAINT MARY'S

THE OBSERVER

TO UNCOVER
THE TRUTH
AND REPORT
IT ACCURATELY

2012 – 2013 | NDSMCOBSERVER.COM

EXTRA! EXTRA!

ADVERTISE WITH THE OBSERVER



Allan Joseph
Editor-in-Chief

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,

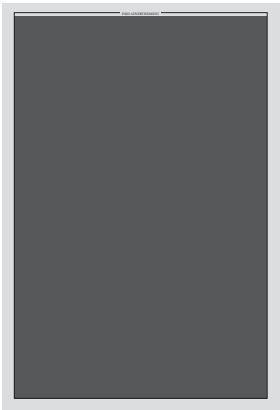
Allan Joseph
Editor-in-Chief
ajoseph2@nd.edu
(574) 631-4542

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.



10,000 COPIES
PRINTED DAILY

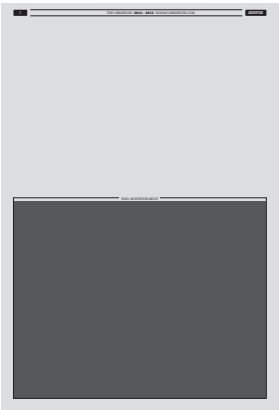


FULL PAGE

WIDTH: 10.25 INCHES
HEIGHT: 15.5 INCHES

PRICING (PER DAY)
CAMPUS/NON-PROFIT: \$480
LOCAL: \$720
NATIONAL: \$1,216

COLUMN INCH EQUIVALENT: 80

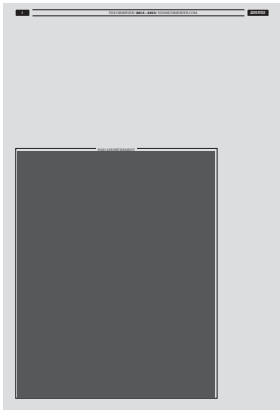


HALF PAGE HORIZONTAL

WIDTH: 10.25 INCHES
HEIGHT: 8 INCHES

PRICING (PER DAY)
CAMPUS/NON-PROFIT: \$240
LOCAL: \$360
NATIONAL: \$608

COLUMN INCH EQUIVALENT: 40

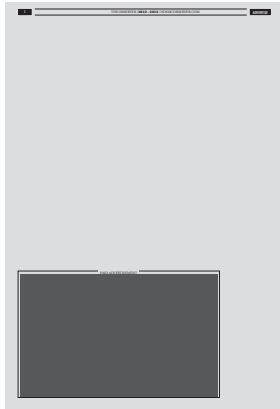


HALF PAGE VERTICAL

WIDTH: 8 INCHES
HEIGHT: 10 INCHES

PRICING (PER DAY)
CAMPUS/NON-PROFIT: \$240
LOCAL: \$360
NATIONAL: \$608

COLUMN INCH EQUIVALENT: 40

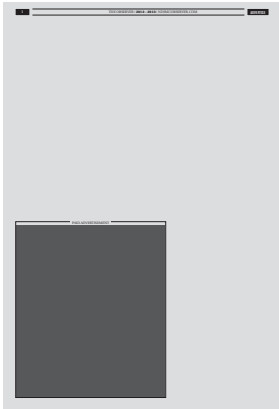


QUARTER PAGE HORIZONTAL

WIDTH: 8 INCHES
HEIGHT: 5 INCHES

PRICING (PER DAY)
CAMPUS/NON-PROFIT: \$120
LOCAL: \$180
NATIONAL: \$304

COLUMN INCH EQUIVALENT: 20

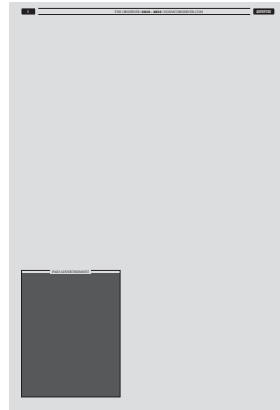


QUARTER PAGE VERTICAL

WIDTH: 6 INCHES
HEIGHT: 7 INCHES

PRICING (PER DAY)
CAMPUS/NON-PROFIT: \$126
LOCAL: \$189
NATIONAL: \$319.20

COLUMN INCH EQUIVALENT: 21

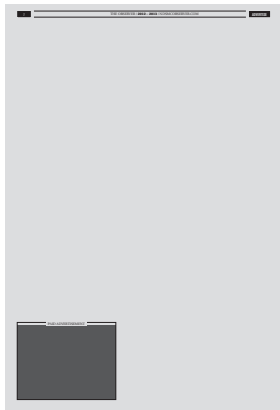


EIGHTH PAGE

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

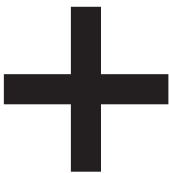
SEVEN
SIZES
TO CHOOSE FROM

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.

National	Rate per column inch
160–399	\$13.00
400–639	\$12.50
640–879	\$12.00
880 and above	\$11.00

Local	Rate per column inch
80–279	\$8.00
280–479	\$7.50
480–679	\$7.00
608–879	\$6.50
880 and above	\$6.00



COLOR CHARGES

BLACK + 1 SPOT COLOR	\$100/RUN DATE
BLACK + 2 SPOT COLORS	\$200/RUN DATE
BLACK + 3 SPOT COLORS	\$300/RUN DATE
FULL PROCESS COLOR	\$370/RUN DATE

ONLINE ADVERTISING



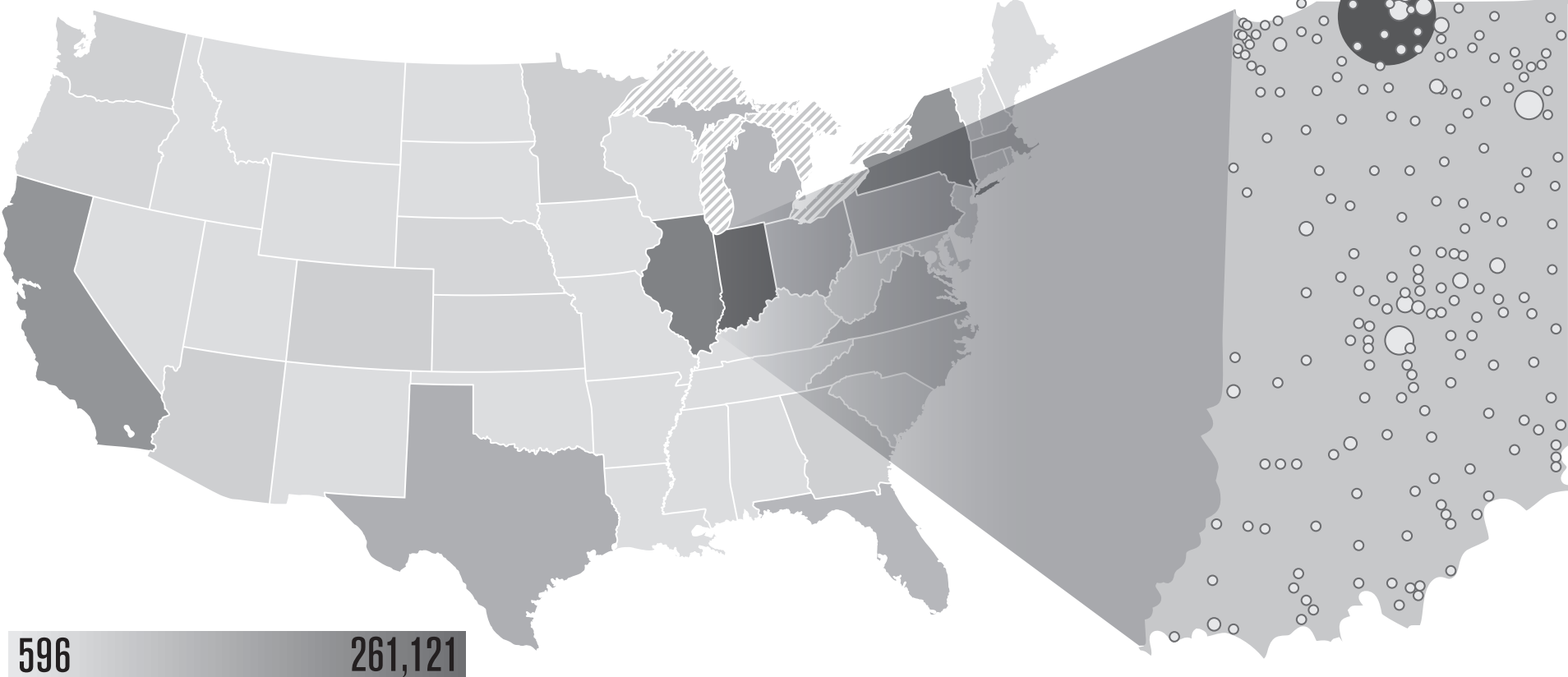
584,719
UNIQUE VISITORS

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.

SOUTH BEND, IND.: 208,503

PAGE VIEWS
2011-2012
ACADEMIC YEAR



PAGE VIEWS
2011-2012
ACADEMIC YEAR

PAGE VIEWS
2011-2012
ACADEMIC YEAR

Statistics from Google Analytics for <http://www.ndsmcobserver.com> for the 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.

Print purchase	Online discount
160-399 column inches	15%
400-639 column inches	20%
640-879 column inches	25%
880 or more column inches	30%

Local Contract Packages

Print purchase	Online discount
80-279 column inches	20%
280-479 column inches	25%
480-679 column inches	30%
680-879 column inches	35%
880 or more column inches	40%

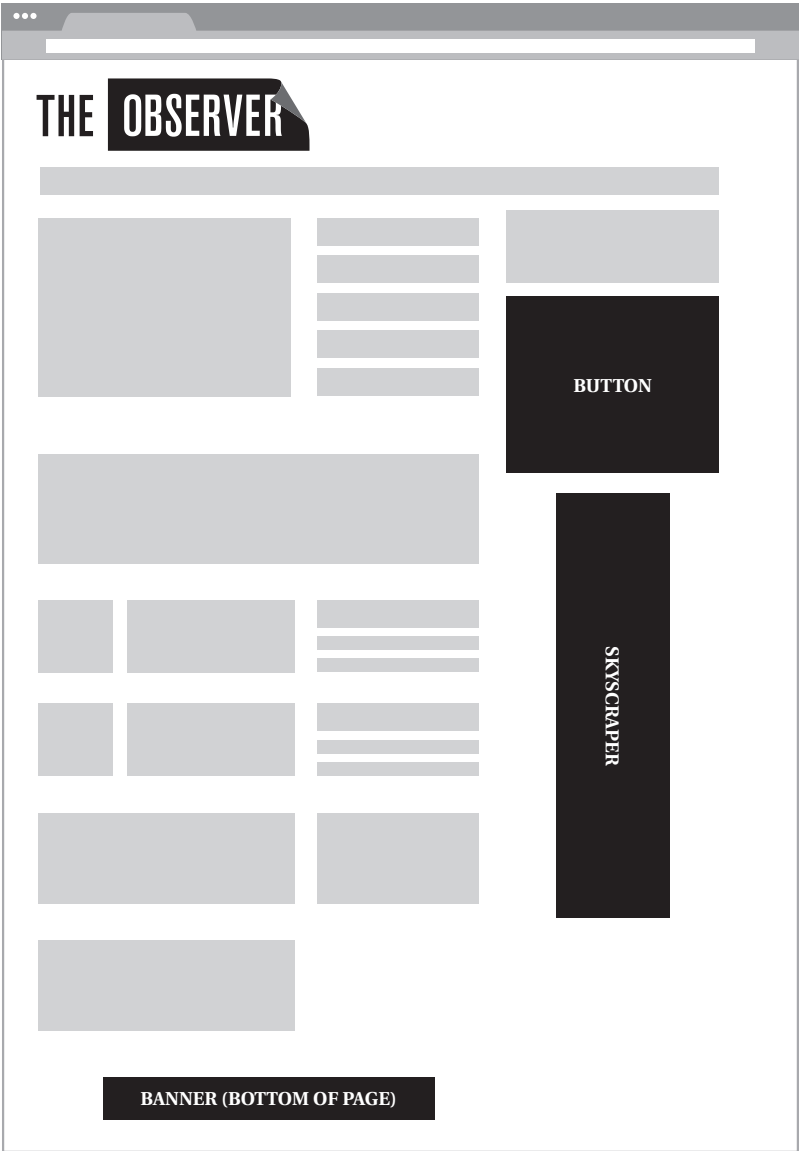
Insider-Online Package

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	Number available/weekend
Quarter page	3
Half page	1
Full page	1

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:

Campus/Non-profit:
\$6 per thousand page-views

Local:
\$9 per thousand page-views

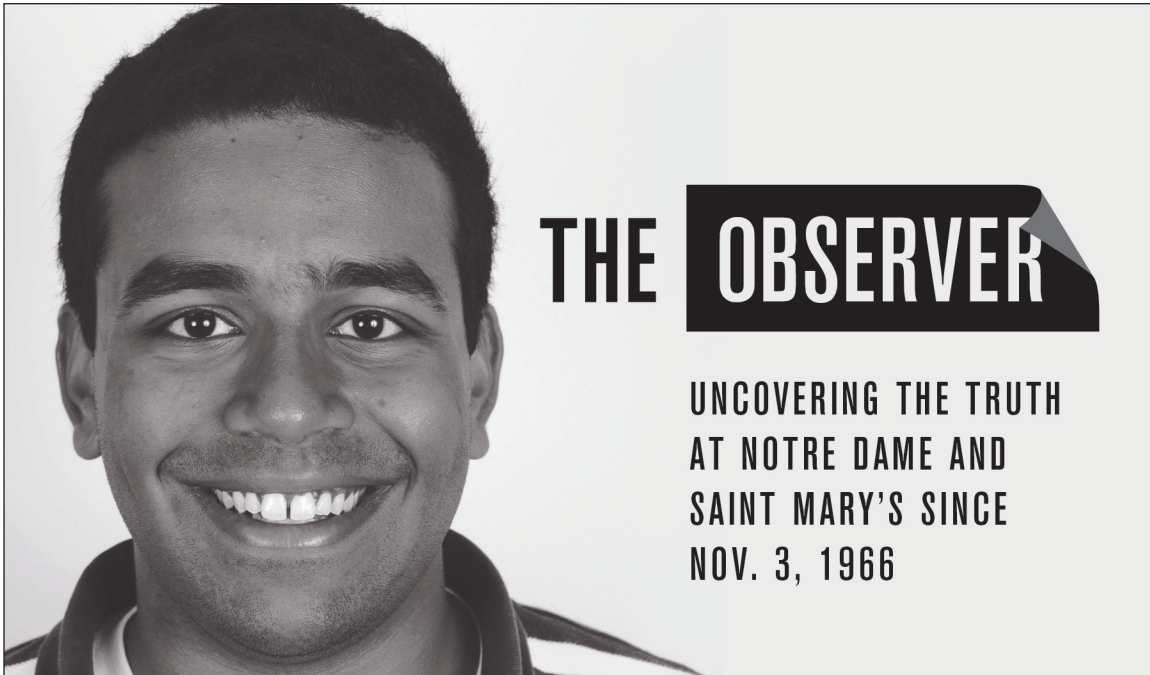
National:
\$12 per thousand page-views



COLOR MATTERS

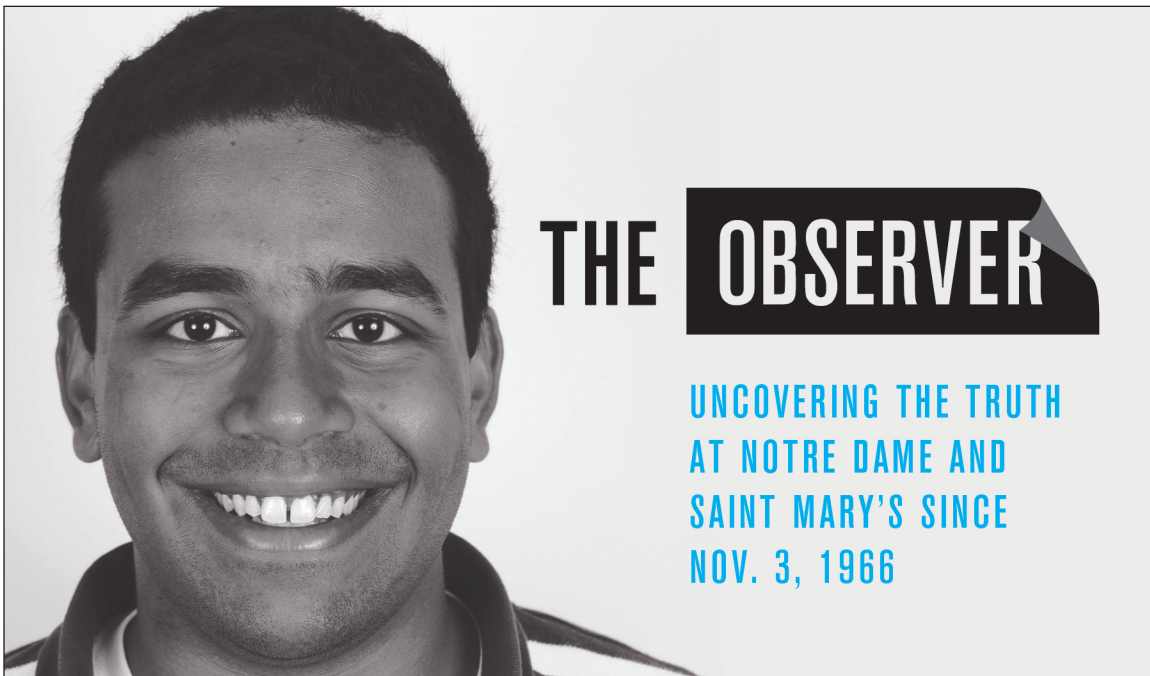


ADS NEED SOME



GRAYSCALE

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

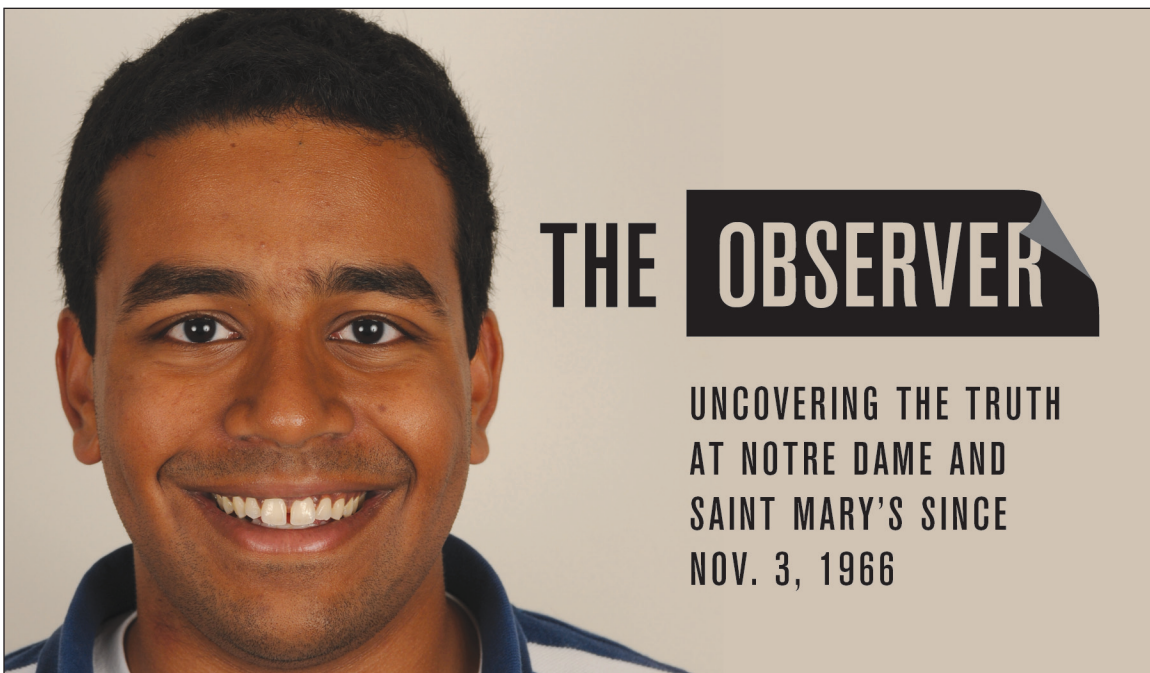
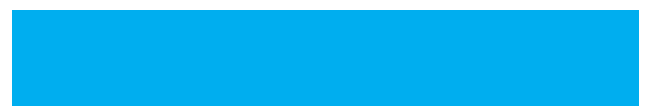


SPOT COLOR

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

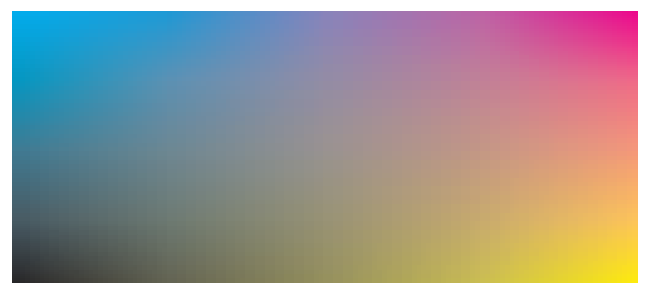
BLACK + 2 SPOT COLORS \$200/RUN DATE



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



Well, folks, there's nothing like a final column to remind you that graduation is quickly approaching. Saint Mary's Catholic High School in Bellevue, 2012.

Before you to my job

fantastic. Due to your amazing accomplishments and your drive to make Saint Mary's an even better community, you became the newsworthy events I so frantically searched for every week. I am so grateful that you shared your stories with me.

Now, if you're like me, you've been crying at every little thing that reminds you of the dreaded "G" word, but I've found a song that comforts me every

time I'm feeling sad to leave — Jason Mraz's "93 Million Miles." Go ahead, play it.

"home" was ridiculous to me. I'd only be spending four years here. How could one place suddenly transform into "home" in that short amount of time?

Then, I drove down The Avenue before my senior year, and that all changed.

The people of Saint Mary's have encouraged me to grow these past four years, they have pushed me to succeed in all the ways possible and they have led me to discover the person I want

to be. Here, I have deepened my relationship with my own family, my friends and with God.

we accomplish. Everyone is congratulating us, but the fear of leaving this place we know and the people we love hinders our celebration. It's a new, unknown chapter, but one that shows us just how much Saint Mary's and the relationships we have formed here mean to us.

"People get ready, get ready, 'cause here it comes. It's a light, a beautiful light, over the horizon into our eyes ..."

But, have confidence know-

ing to receive for a feeling, strong are a thing light

So, walk across that stage proud — proud of yourself and your accomplishments these past four years, proud of your fellow Belles and proud that you have earned an education that has prepared you for this next step. Most importantly, be proud and excited that once you re-

ceive that diploma, you become

a me always support

"I alone back

Bel time rock

Going into college four years Thursday and Kamen 11.

with a series of clichés. "These will be the best four years of life. The people you meet will

clichés are correct. And while we never want our life to be a cliché, college might just be meant to be that way. Clichés are based on a frequency of expression, after all.

Like that last one — these four years will fly by.

Notre Dame has only been four out of 22 years of my life. But I feel like I've been here forever.

Fresh-O seems a lifetime ago, but I still reminisce with my Dome Dance date about walk-

ing to

receiving for a feeling, strong are a thing light

So, walk across that stage proud — proud of yourself and your accomplishments these past four years, proud of your fellow Belles and proud that you have earned an education that has prepared you for this next step. Most importantly, be proud and excited that once you re-

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And it's all been because of you, Notre Dame. Thank you to my friends who've made even a

class have ion in family, to lends, ghborn friends

made these four years so great. To my family.

This weekend really is that time of lasts we've been fearing, but as I look towards it, I am just as excited as I am sad. I may be blubbering like a small child come graduation Sunday, but I feel ready for the next step in life, and that is the greatest gift Notre Dame could have ever given me.

Life may never feel this safe and, well, not easy, but simple and easy to navigate again. But these four years, inside and outside the classroom, have been the best preparation in the world.

I graduate Sunday with my peers, who I know will change the world in profound ways, because they are a miraculous group of people. We may always wish we could relive our college years, but we are all ready for even more.

To you, the class of 2012. It's been real. And hey, after graduation, why don't you call me maybe.

Maija Gustin is graduating with a degree in English and Film, Television and Theatre. She would like to thank her family for love, support and at least attempting to understand her crazy career choices. She dedicates her degree to the memory of Rebecca Ruchedanz-Gustin, whose spirit has led her in her every success and which she will always carry with her. Maija can be reached at mgustin@alumni.nd.edu

"To everything (Turn, turn, turn)

There is a season (turn, turn, turn)

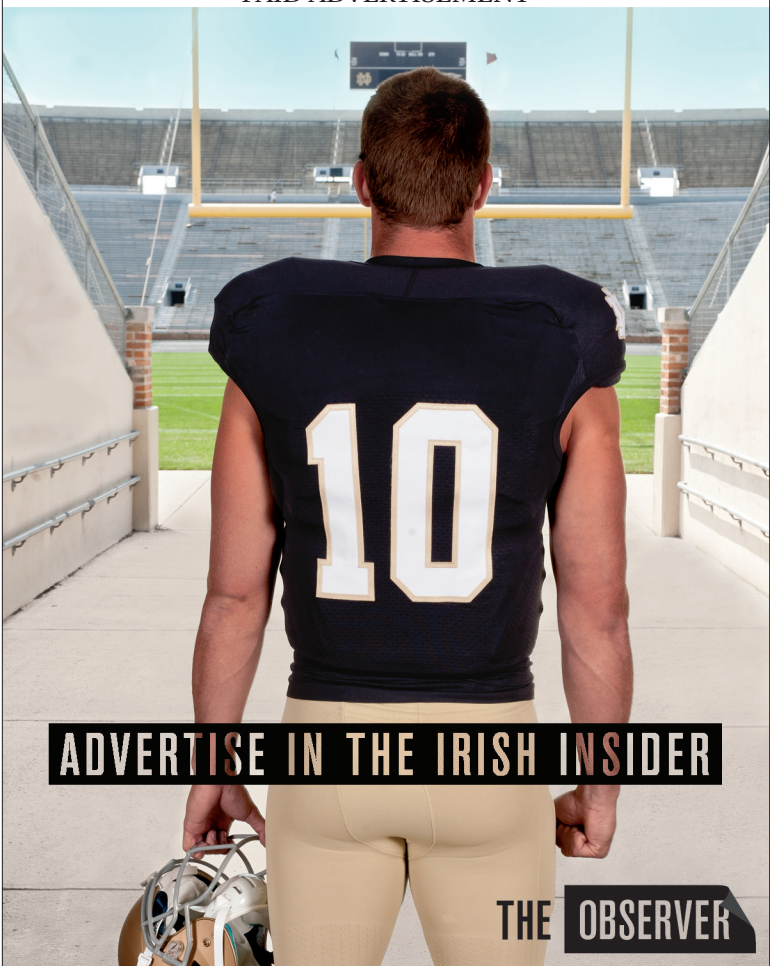
And a time for every purpose, under Heaven."

The Byrds' song, inspired by Ecclesiastes, captures the many dimensions and emotions of our ever-changing lives. The moment that giant, regal envelope came in the mail with our names stenciled in gold — or a phone call from the admissions office said we got off the wait-list, as in my case — our lives set on a new course.

From spring to summer, summer to fall, our realities shifted in 2008. We fell from the top of the high school food chain to the bottom of the Domer pecking order. Our egos, surrounded by the best of the best, got a much-needed reality check.

Four years later, we emerge more confident in our abilities, wiser than we thought we would be and still wildly inexperienced in the realities of the world. A mix of excitement and anxiety flutters in our stomachs as graduation edges ever closer.

PAID ADVERTISEMENT



ADVERTISE IN THE IRISH INSIDER

THE OBSERVER

PAID ADVERTISEMENT

HEY 2012 ND WOMEN'S BASKETBALL,

Congratulations on making it to the Final Four! We wish you all the best in Denver. We are proud of you and we believe in YOU. Go Irish!



Members of the ND women's basketball teams, (1974-77):
Anne Marie Adams | Jeanne Appelt | Anne Berges Pillai '77 | Liz Berry-Kraus '79 | Mary Clomency '76 (Co-Captain, 74-75 and 75-76) | Beth Conlisk '80 | Patty Coogan '77 (Co-Captain, 74-75 and 75-76) | Carole Gummings '77 | Barb Frey '78 | Maureen Maloney '77 (Co-Captain, 76-77) | Marge Meagher Hamm '78 (Co-Captain, 77-78) | Molly McGuire Sample '77 (Basketball and Crew) | JoAnn Mooney '74 | Ellen Myler '77 | Judy Shelly King '77 | Pat Meyers Wyle '78
Women's Basketball Coach: Sally Duffy (75-76, 76-77)
Anne Dierschneider '77 (Field Hockey) | Jane Lammers '76 (Crew, Tennis)

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.

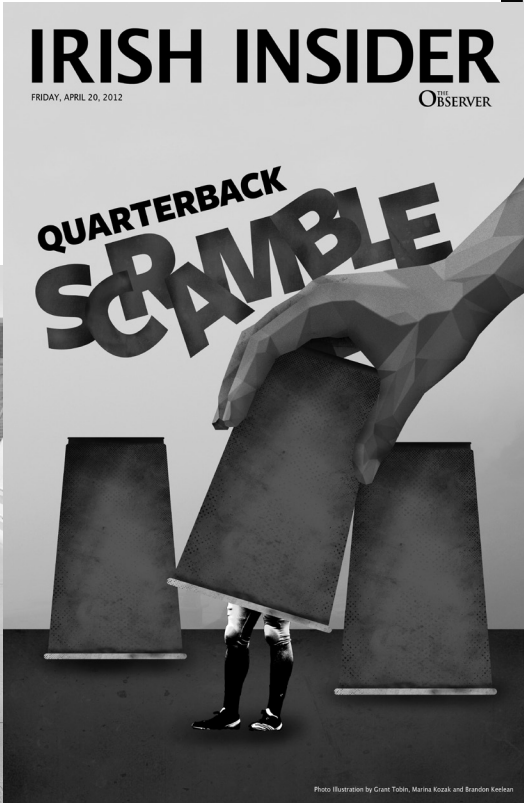
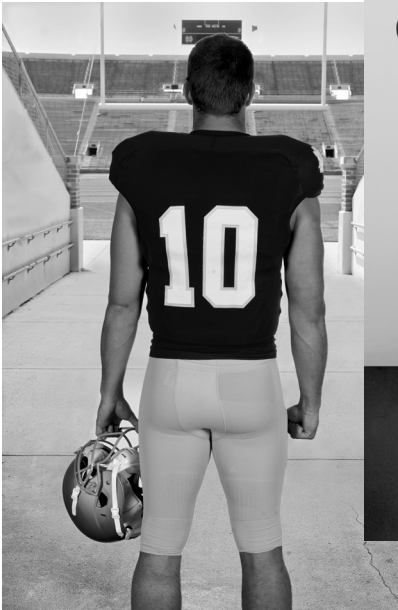
Friday (Five days before)	Saturday	Sunday	Monday	Tuesday	Wednesday (Two days before)	Thursday (One day before)	Friday (Publication date)
5:00 pm Inserts due to Advertising Manager and The Papers for inclusion					3:00 pm Space must be reserved Prepayment due for first time advertisers Text and artwork 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

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.



15,000 COPIES
PRINTED



SAMPLE SCHEDULE FOR INSIDER ADVERTISEMENTS

Tuesday (three days before)	Wednesday (two days before)	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

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 **8.5 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 Papers | 206 South Main Street | Milford, IN 46542

Insert Rates

Size	Rate/1,000
2–4 pages	\$55
5–8 pages	\$65
9–12 pages	\$75
13–16 pages	\$85
17 or more	\$95

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

PUBLICATION SCHEDULE 2012–2013

August 2011	September	October	November	December	Important Publication Dates	
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	Freshman Edition	Aug. 18
— — — — — —	— — — — — —	01 02 03 04 05 —	— — — — — —	— — — — — —	First Regular Edition	Aug. 22
— — — — — —	03 04 05 06 07 —	— 08 09 10 11 — —	— 05 06 07 08 09 —	— 03 04 05 06 — —	Fall Break	Oct. 13–21
— — — — — 18	— 10 11 12 13 14 —	— — — — — — —	— 12 13 14 15 16 —	— — — — — — —	Thanksgiving	Nov. 21–25
— — — 22 23 24 —	— 17 18 19 20 21 —	— — 23 24 25 26 —	— 19 20 — — — —	— — — — — — —	Last Fall Semester Edition	Dec. 6
— 27 28 29 30 31	— 24 25 26 27 28 —	— 29 30 31 — — —	— — 27 28 29 30 —	— — — — — — —	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

January 2012	February	March	April	May	Football Schedule	
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	Navy (Dublin, Ireland)	Sept. 1
— — — — — —	— — — — — —	— — — — — —	— — — — — —	— — — — — —	Purdue	Sept. 8
— — — — — —	01 — — — — —	01 — — — — —	— 03 04 05 — —	01 — — — — —	@ Michigan State	Sept. 15
— — — 16 17 18 —	— 04 05 06 07 08 —	— 04 05 06 07 — —	— 08 09 10 11 12 —	— — — — — —	Michigan	Sept. 22
— 21 22 23 24 25 —	— 11 12 13 14 15 —	— — — — — —	— 15 16 17 18 19 —	— — — — — 17 —	Miami	Oct. 6
— 28 29 30 31 —	— 18 19 20 21 22 —	— — 19 20 21 22 —	— 22 23 24 25 26 —	— — — — — — —	Stanford	Oct. 13
	— 25 26 27 28 —	— 25 26 27 — — —	— 29 30 — — — —	— — — — — —	BYU	Oct. 20
		—			@ Oklahoma	Oct. 27
					Pittsburgh	Nov. 3
					@ Boston College	Nov. 10
					Wake Forest	Nov. 17
					@ USC	Nov. 24

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
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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

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.

 <p><i>customer appreciation week</i></p> <p>APRIL 16</p> <p>CARRY OUT ONLY or ORDER 2 OR MORE FOR DELIVERY <small>COUPON CODE CAW OR CAWD</small></p>	<p>HEY 2012 ND WOMEN'S BASKETBALL,</p> <p>only \$3.</p>	<p>Congratulations on making it to the Final Four! We wish you all the best in Denver. We are proud of you and we believe in YOU. Go Irish!</p> 	 <p>Spoon</p> <p>Create It, Weigh It, SPOON IT!</p>
<p><i>Electronic Special 1 Day Only</i></p> <p>APRIL 26</p> <p>CARRY OUT ONLY or ORDER 2 OR MORE FOR DELIVERY <small>COUPON CODE ELE299 OR ELE299D</small></p>	<p>only \$2.</p>		<p>For change EVERYDAY!</p> <p>Find us on Facebook!</p> <p>Name of the Day is posted daily on Facebook. If your name is listed you get 50% OFF your froyo!</p> <p>Get ONE 50% off* (good to one of equal or lesser value) expires September 30th, 2011</p> <p>\$1 off No minimum purchase* All coupons expire September 30th, 2011</p>
			<p>Hours:</p> <p>Thursday: 11am - 10pm Saturday: 11am - 11pm Start 9am on Game Days</p> <p>20% of Entire Purchase!* All coupons expire September 30th, 2011</p>
<p>(574) 271</p>	<p>Members of the ND women's basketball teams, (1974-77):</p> <p>Anne Marie Adams Jeanne Appelt Anne Berges Pillai '77 Liz Berry-Kravis '79 Mary Clemency '76 (Co-Captain, 74-75 and 75-76) Beth Conlisk '80 Patty Coogan '77 (Co-Captain, 74-75 and 75-76) Carole Cummings '77 Barb Frey '78 Maureen Maloney '77 (Co-Captain, 76-77) Marge Meagher Hamm '78 (Co-Captain, 77-78) Molly McGuire Sample '77 (Basketball and Crew) JoAnn Mooney '74 Ellen Myler '77 Judy Shiely King '77 Pat Meyers Wyle '78</p> <p>Women's Basketball Coach: Sally Duffy (75-76, 76-77)</p> <p>Anne Dilenschneider '77 (Field Hockey) Jane Lammers '76 (Crew, Tennis)</p>		

CREATIVE SERVICES FEE

\$25