

THE OBSERVER

www.fordhamobserver.com

About Us

The Observer is the student newspaper — and student voice — of Fordham Lincoln Center. **Reaching over 8,000 members of the Fordham community** at the Lincoln Center campus alone and extending further to the Rose Hill campus in the Bronx, **The Observer targets a diverse and highly desirable audience** of students and faculty in all of Fordham's undergraduate and graduate programs.

By advertising with The Observer, you are gaining valuable exposure to this audience in a targeted way not possible with any other publication. You will reach students pursuing degrees in the liberal arts, natural and social sciences, education, law, business, and social work.

The Observer is distributed through stands at the Lincoln Center and Rose Hill campuses. **More than 2,000 copies of The Observer are printed each issue**, with an active pass-along rate in common areas, including student lounges, dining halls and libraries.

Recent Observer awards include:

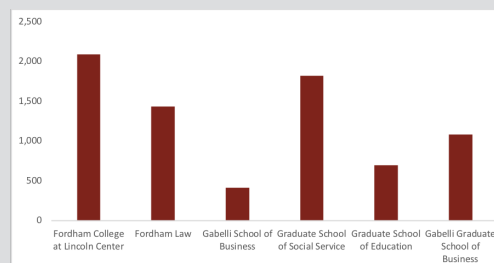
1st Place | Best of Show | Associated Collegiate Press
National College Media Convention, March 2019

4th Place | Best Website | Associated Collegiate Press
National College Media Convention, March 2019

1st Place | Newspaper | American Scholastic Press Association
Spring 2019

Fordham is the Jesuit University of New York, established in 1841 and currently **enrolling over 16,500 students in 10 schools**. Approximately one-third of those students live on campus and have direct access to The Observer.

Our Demographics

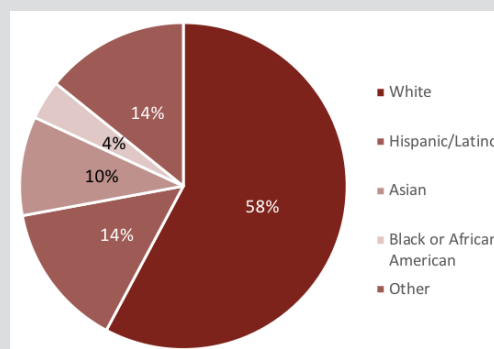


Student Body

Male 40%

Female 60%

Alumni Population 170,000



To advertise with The Observer, contact the Business Managers at
FordhamObserverAdvertising@gmail.com

The Fordham Observer, Fordham Lincoln Center
140 W. 62 St. Rm. G32
New York, NY 10023
(646) 642-8839

Online

There are no deadlines or time limits for online ads. Please specify the date and length of time the ad is to be posted.



SIDEBAR TOP: 300 x 250 pixels
\$20 per 1,000 hits

Average Impressions

Daily: 1,180
Weekly: 9,100
Monthly: 36,400



HEADER: 728 x 90 pixels
\$40 per 1,000 hits

Average Search Queries

Daily: 1,050
Weekly: 7,350
Monthly: 29,400

User Data (Aug. 29 - Sept. 29)

Total: 19,269
New Users: 18,738
Sessions: 22,774
Page views: 35,103

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Victory

By RAHUL SUKESH, Contributing Writer

October 2, 2019

With a raucous Family Weekend crowd in attendance, football took a lead in the third quarter and hung on late to defeat Richmond, 23-16. Contributing writer Rahul Sukesh breaks down the Rams' performance and provides analysis for their season to come.

By CAITLIN BURY, Assistant Multimedia Editor

October 3, 2019

California is where I am rooted and comfortable. New York is where I am challenged to be a better, more confident version of myself.

YOUR AD HERE

[SIGN UP FOR THE](#) **OBSERVER NEWSLETTER**

[f](#) [t](#) [i](#) [y](#)

FOOTER: 728 x 90 pixels
\$30 per 1,000 hits



Fordham Sets the Record Straight on Affirmative Action

By GUS DUPREE, Asst. News Editor

October 16, 2019

Earlier this month, the federal court case about race-based admissions was settled in Harvard's favor. Since then, members of the Fordham community have made efforts to clear up misconceptions about "affirmative action" in college admissions.



Remembering Johnnie Planco

By SOPHIE PARTRIDGE-HICKS, News Editor

October 16, 2019

Johnnie Planco, Fordham College at Lincoln Center (FCLC) '72 and co-founder of the management and production company Paraglean Planco, passed away on June 2 in New York City from a brain and respiratory infection. He was 68 years old.



UNICEF Club Enters Hiatus

By SIOBHAN COSGRAVE, Contributing Writer

October 16, 2019

BeWell LC is much more than a club that informs the student body on



Club Spotlight: BeWell LC

By OLIVIA STERN, Contributing Writer

October 16, 2019

BeWell LC is much more than a club that informs the student body on



Retrospect: The Observer Podcast

"A Matter of School Spirit" - Board of

18:54

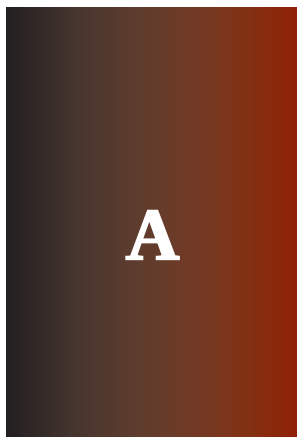
Listen on Google Play

YOUR AD HERE

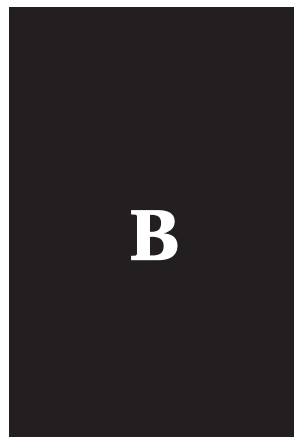
SIDEBAR BOTTOM: 300 x 250 pixels
\$15 per 1,000 hits

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Print Sizes and Rates



BACK PAGE PREMIUM
10" width x 15.5" height
Color: \$699



FULL PAGE
10" width x 15.5" height
B&W: \$599



HALF PAGE HORIZONTAL
10" width x 7.75" height
COLOR: \$499
B&W: \$399



3 COLUMN x HALF PAGE
5.76" width x 7.75" height
COLOR: \$345
B&W: \$245



2 COLUMN x HALF PAGE
3.73" width x 7.75" height
COLOR: \$245
B&W: \$145

Discount Rates for Multiple Issue Ads

	1x	3x	6x	9x
Back Page Premium	Color \$699	Color \$629	Color \$594	Color \$559
Full Page	BW \$599	BW \$539	BW \$509	BW \$479
Half Page Horizontal	Color \$499 BW \$399	Color \$449 BW \$359	Color \$424 BW \$339	Color \$399 BW \$319
3 Column Half Page	Color \$345 BW \$245	Color \$311 BW \$221	Color \$293 BW \$208	Color \$276 BW \$196
2 Column Half Page	Color \$245 BW \$145	Color \$221 BW \$131	Color \$208 BW \$123	Color \$196 BW \$116

Advertising Deadlines

Fall 2019	Materials Due	Distribution Date
Issue 8	18 Aug.	23 Aug.
Issue 9	13 Sept.	18 Sept.
Issue 10	27 Sept.	2 Oct.
Issue 11	11 Oct.	16 Oct.
Issue 12	25 Oct.	30 Oct.
Issue 13	9 Nov.	14 Nov.
Issue 14	29 Nov.	4 Dec.
Spring 2020	Materials Due	Distribution Date
Issue 1	16 Jan.	21 Jan.
Issue 2	30 Jan.	4 Feb.
Issue 3	13 Feb.	18 Feb.
Issue 4	5 Mar.	10 Mar.
Issue 5	26 Mar.	31 Mar.
Issue 6	9 Apr.	14 Apr.
Issue 7	23 Apr.	28 Apr.

AD DEAL MUST BE CONFIRMED BY NOON ON THE TUESDAY BEFORE MATERIALS ARE DUE.

Accepted Artwork

All advertisements must be saved as one of the following file types: **PDF, JPEG, TIFF**

The Observer staff will **not** make any sizing, color or artwork changes to existing ads **unless otherwise requested and paid for.**

All ads must be submitted exactly as specified. If not, The Observer reserves the right to cancel placement of the advertisement.

Art in correct proportions, file format and reasonable resolution must be mailed to the business manager **no later than the "Materials Due" date.**

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General Rate Policy

Bulk contract rates and special promotion rates will be determined on a case-by-case basis.

The Observer reserves the right to sell, at any time, special promotional advertising packages that carry special rates for all or some advertisers.

The Observer reserves the right to revise the schedule of rates by giving 30 days written notice.

Terms of Payment

Invoices will be mailed after publication of advertisement, along with tear sheets. Fordham departments and organizations will receive an inter-department budget transfer form.

Charges that are 30 days past due will be assessed an initial 10% late fee. An additional 15% late fee will be applied to the new total charge for every 15 days the charge remains past due.

Advertisements from clients whose accounts remain unpaid after 45 days will be stopped until payment and balances are current. Fordham University and The Observer reserve the right to report past due accounts to credit agencies.

Requests for a “make good” advertisement should be made in writing and sent to the attention of the business manager.

Contact Us

For any questions or concerns, feel free to contact the business team any time.

Teymur Guliyev
FordhamObserverAdvertising@gmail.com
(646) 642-8893

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