

# THE OBSERVER MEDIA KIT

DIGITAL  
PRODUCTION  
UPDATE

## INSIDE:

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# FORDHAM UNIVERSITY

**9,400**

Undergraduate +  
graduate enrollment

**7,000**

Undergraduate +  
graduate enrollment

**17,100**

Total enrollment

**LINCOLN  
CENTER  
CAMPUS**

113 W. 60<sup>th</sup> St.  
New York, NY

**ROSE HILL  
CAMPUS**

441 E. Fordham Rd.  
The Bronx, NY

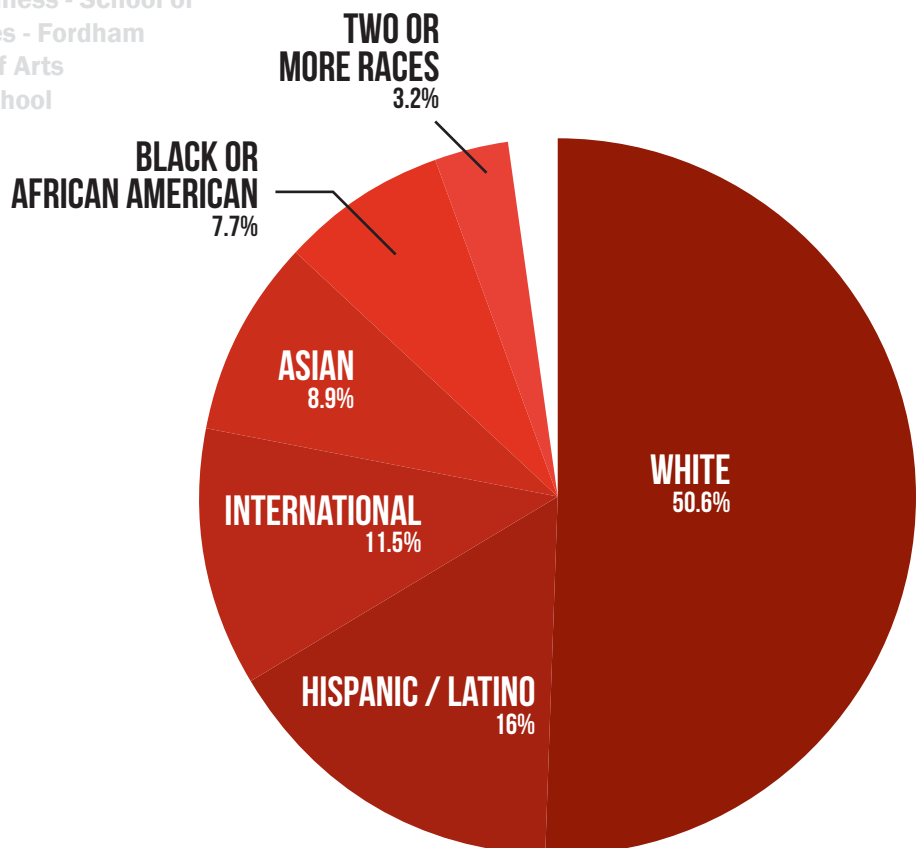
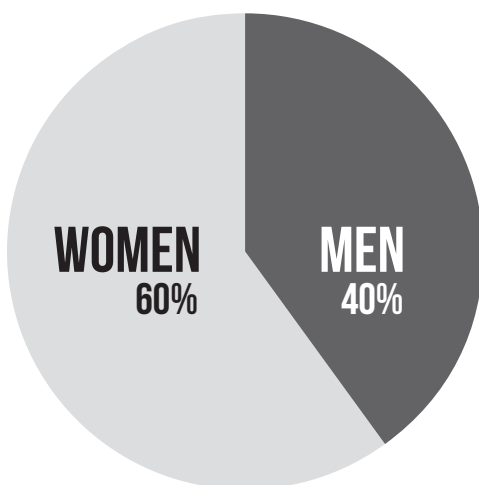
**11,700**

On-campus residents

**172,000**

Alumni

Fordham College at Lincoln Center - Fordham College  
at Rose Hill - Gabelli School of Business - School of  
Professional and Continuing Studies - Fordham  
London Center - Graduate School of Arts  
and Sciences - Gabelli Graduate School  
of Business - Graduate School of  
Religion and Religious Education  
- Graduate School of Social  
Service - Fordham Law School  
- Graduate Professional and  
Continuing Studies



**Fact Check:** Up-to-date enrollment data can be found at  
[fordham.edu/info/26389/profile\\_of\\_enrolled\\_students](http://fordham.edu/info/26389/profile_of_enrolled_students)

THE  
**OBSERVER**

# THE STUDENT VOICE OF FORDHAM LINCOLN CENTER

@fordhamobserver



2,800



1,500



1,050



1<sup>ST</sup> PLACE

Newspaper  
American Scholastic  
Press Association  
Spring 2019



1<sup>ST</sup> PLACE

Newspaper  
ACP National College  
Media Convention  
Spring 2019



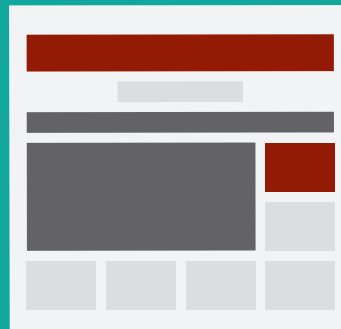
4<sup>TH</sup> PLACE

Website  
ACP National College  
Media Convention  
Spring 2019

Due to COVID-19 restrictions, The Observer will not print our biweekly edition for the foreseeable future. The Observer's award-winning campus, city and global coverage will be available through the following platforms:



Biweekly 20-page digital edition  
@ [www.ISSUU.com/fordhamobserver](http://www.ISSUU.com/fordhamobserver)



Breaking coverage  
@ [fordhamobserver.com](http://fordhamobserver.com)



Weekly  
e-newsletter

2,500

Lincoln Center  
Undergraduates who  
receive the ISSUU digital  
edition link via email

31,000

Avg. weekly page views  
[fordhamobserver.com](http://fordhamobserver.com)

700

Weekly e-newsletter  
subscribers

Our new digital distribution  
(combined social media, e-newsletter, website and  
digital edition) **far eclipses** the 2,000 paper copies  
we used to print.

## CONTACT THE BUSINESS TEAM

[fordhamobserveradvertising@gmail.com](mailto:fordhamobserveradvertising@gmail.com)

# DON'T PAY FOR A BAD AD

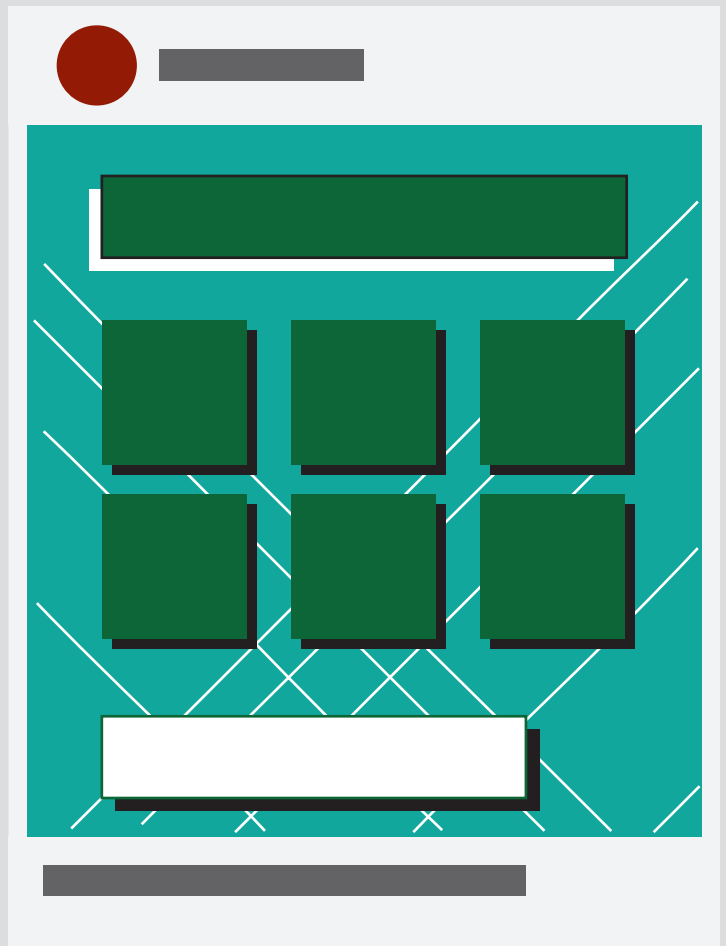


# LET US DESIGN IT FOR YOU!

**Graphic design  
might not be your passion —  
good thing it's ours.**

Give us as much instruction as you'd like,  
and for a flat rate of **\$40 per size**, we'll whip up  
something sure to draw eyes on any and every platform.

Don't DIY your way into a corner. Let our award-winning designers take the headache out of your print,  
digital and social media advertising!



**CONTACT THE BUSINESS TEAM**

[fordhamobserveradvertising@gmail.com](mailto:fordhamobserveradvertising@gmail.com)

# PRODUCTION CALENDAR

The Observer publishes a digital edition biweekly at [ISSUU.com/fordhamobserver](https://issuu.com/fordhamobserver). The e-newsletter hits inboxes weekly during the academic year and biweekly during the summer. New stories are published regularly year-round at [fordhamobserver.com](https://fordhamobserver.com)

## DIGITAL EDITION

ISSUU link emailed to 2,500  
Lincoln Center undergrads

**August 19**

Issue 14

**September 16**

Issue 15

**September 30**

Issue 16

**October 14**

Issue 17

**October 28**

Issue 18

**November 11**

Issue 19

**December 2**

Issue 20

## E-NEWSLETTER

Regular news highlights and  
newsletter-exclusive content

**August 21**

Weekly e-newsletters  
are sent every Friday  
during the academic  
year

### **Be kind, respect our deadlines:**

We ask that you submit all artwork three  
business days in advance of the intended  
publication date. Adherence to these  
deadlines helps us stick to our own.

## Thank You!

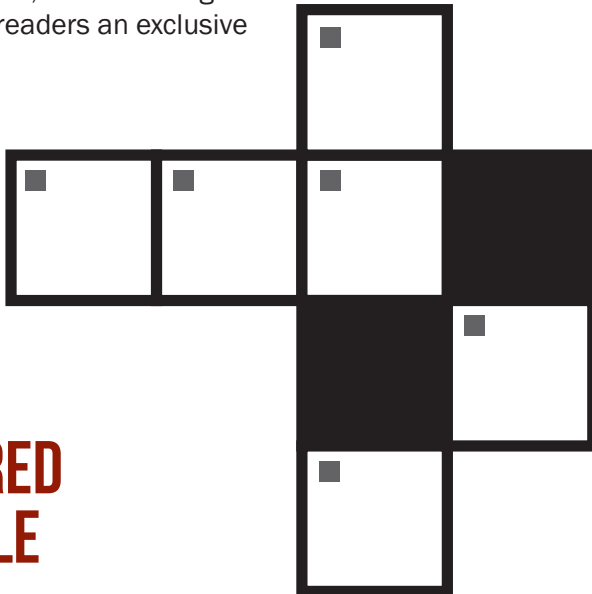
# SPECIAL OFFERS

## SPONSORED CROSSWORD

Fun & Games, Digital Ed.

Crossword created from scratch based on your provided theme. You get 200 characters of promotional material under the puzzle to use as you'd like — tout a new product, announce a grand opening or give readers an exclusive deal!

**\$229**

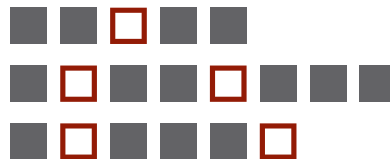


## SPONSORED SCRAMBLE

Fun & Games, Digital Ed.

Word scramble created from scratch — and you provide up to 10 of the words. You get 200 characters of promotional material under the puzzle to use as you'd like — congratulate a student, advertise a new class or provide a coupon for a free egg scramble with proof of completion!

**\$129**

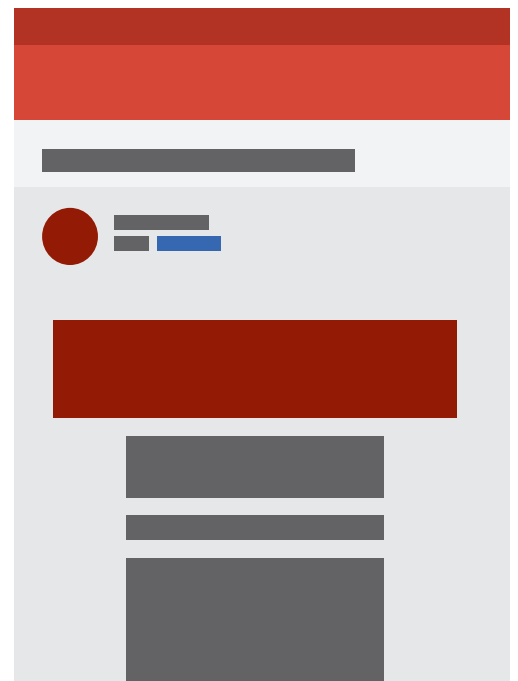


## E-NEWSLETTER BANNER

The Observer Newsletter, Digital Reach loyal readers weekly — twice as frequently as print — with a 700 x 200 pixel advertisement right at the top of the Friday e-newsletter.

**\$50 / 1 week**

**\$179 / 4 weeks**



**See for yourself:**

Sign up for the e-newsletter at [fordhamobserver.com](http://fordhamobserver.com)

**Join the fun:** Check out the Fun & Games section online at [fordhamobserver.com/category/fun-and-games](http://fordhamobserver.com/category/fun-and-games)

**CONTACT THE BUSINESS TEAM**

[fordhamobserveradvertising@gmail.com](mailto:fordhamobserveradvertising@gmail.com)

# @FORDHAMOBSERVER



## TWITTER

2,800 Followers

200 characters + URL + image



### Single Post

A solitary tweet to our loyal readers.

**\$50**



### Campaign

Engage well and often.

**\$15 / post**  
**10-post minimum**



## FACEBOOK

1,500 Followers

200 characters + URL + image



### Single Post

Let readers know what you're about, but just once.

**\$30**



### Campaign

Stay awhile and connect.

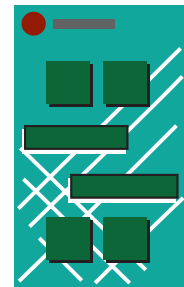
**\$10 / post**  
**10-post minimum**



## INSTAGRAM

1,050 Followers

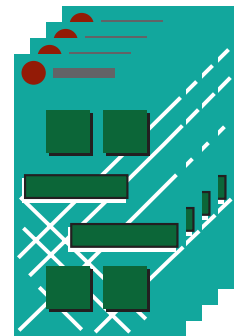
200 characters + URL + image



### Single Story

Get the word out. One-time engagement.

**\$30**



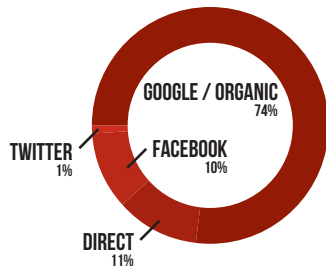
### Campaign

Make sure everybody knows.

**\$10 / story**  
**7-story minimum**

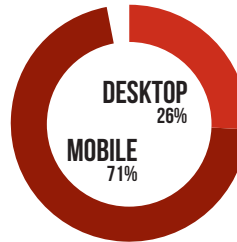


# FORDHAMOBSERVER.COM



**Sources**  
**Devices**

**Fact Check:** Website traffic data courtesy of Google Analytics



## 124,000

Monthly page views  
(June 1 – July 1, 2020)

## HEADER

728 x 90 pixels

Positioned above the nameplate on the homepage. Appears above all content on all pages, desktop and mobile.

**\$300 / 1 week**

**\$999 / 4 weeks**

## SIDEBAR

300 x 250 pixels

Positioned above all section content on the homepage. Appears beside all content on all pages, desktop and mobile.

**\$150 / 1 week**

**\$499 / 4 weeks**

## FOOTER

728 x 90 pixels

Positioned below all content on the homepage. Appears below all content on all pages, desktop and mobile.

**\$200 / 1 week**

**\$699 / 4 weeks**

**NOTE:** The Observer does not publish sponsored articles or allow the insertion of do-follow links in any existing content at this time.

## CONTACT THE BUSINESS TEAM

[fordhamobserveradvertising@gmail.com](mailto:fordhamobserveradvertising@gmail.com)

# PRINT [DIGITAL EDITION]

## HALF PAGE

10" x 7.75"

Our most popular print option. Lots of real estate for catchy visuals, snazzy slogans and QR codes — if that's your thing.

**COLOR: \$399**

These options will appear in the **biweekly digital edition** of The Observer, hosted at [ISSUU.com/fordhamobserver](https://issuu.com/fordhamobserver).

This link is emailed directly to **over 2,500 Fordham students**. Ads run in full color and are listed at our former black-and-white print rates.

## 3 COLUMN

5.9" x 7.75"

Our second most popular option. A little cozier, but still more than enough room to get the point across.

**COLOR: \$245**

## 2 COLUMN

3.9" x 7.75"

Snug and efficient. If you're having trouble fitting everything in, our designers can take over.

**COLOR: \$145**

## FULL PAGE

10" x 16"

The one you're looking for. If making a splash is the goal, this full-page, full-color spread is the way to go.

**COLOR: \$599**

## TOP BANNER

10" x 1.5"

Sits atop the nameplate. Available on the front or back page.

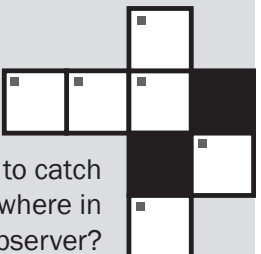
**FRONT PAGE: \$799**

**BACK PAGE: \$699**

## STICKER

\*Contact for exact dimensions  
A pop of color layered atop all front page content. Great for short announcements and offers. Printed — not a real sticker.

**\$199**



**More:** Want to catch readers elsewhere in The Observer? Check out **Special Offers**, page 5.

## BOTTOM BANNER

10" x 1.5"

Sits below content and stretches all the way across. Available on the ultra-desirable front or back pages.

**FRONT PAGE: \$699**

**BACK PAGE: \$399**

**CONTACT THE BUSINESS TEAM**

[fordhamobserveradvertising@gmail.com](mailto:fordhamobserveradvertising@gmail.com)

# BULK RATES

## DIGITAL EDITION

For bulk purchases of any digital edition advertisement option, the following discounts apply:

**3X**

**10%**

off per advertisement

**6X**

**15%**

off per advertisement

**9X**

**20%**

off per advertisement

## FORDHAMOBSERVER.COM

For bulk purchases beyond one month of any online ([fordhamobserver.com](http://fordhamobserver.com)) advertisement option, the following discounts apply:

**6 WKS**

**10%**

off per advertisement

**8 WKS**

**20%**

off per advertisement

**10 WKS**

**30%**

off per advertisement

**Other ideas?** If you have a bulk or package deal in mind that's not here, any custom bundle across 2 or more platforms (print, social media, e-newsletter, digital) earns an automatic 10% discount!

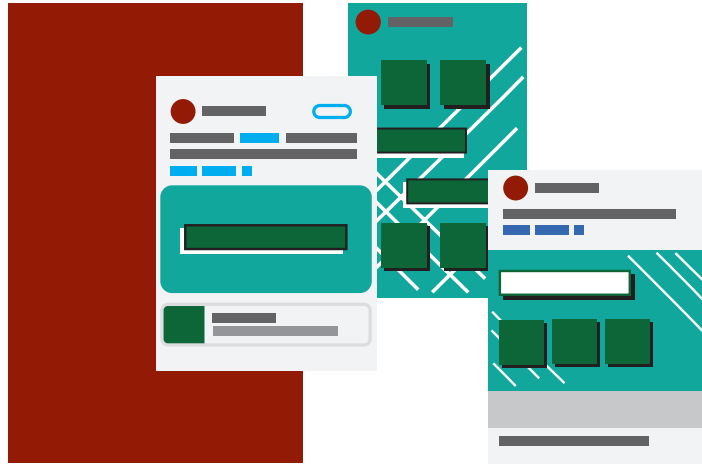
# PACKAGES

## THE DEAN

Digital Ed. + Social Media  
Perfect for a big announcement.  
Reach 2,000 print readers and  
over 4,000 combined social  
media followers.

- 1 Back Page Premium**
- 1 Instagram Story**
- 1 Facebook Post**
- 1 Tweet**

**\$710**



## THE VP

Digital Ed.+ E-Newsletter  
Make your message stick.  
Reach 2,000 print readers and  
over 700 e-newsletter subscribers  
week after week.

- 3 Half Page Color**
- 6 E-Newsletter Banner**

**\$1,199**

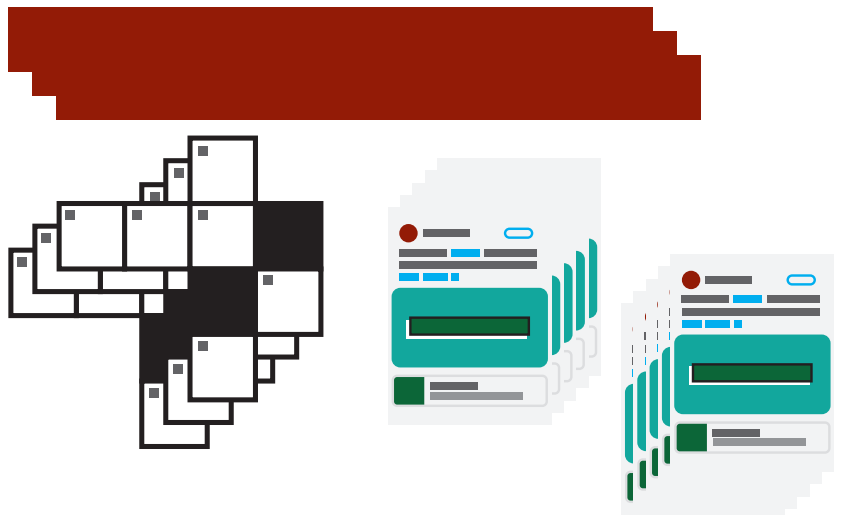


## THE PRESIDENT

Digital Ed. + Social Media  
The works. Our most popular  
and highest-traffic spots.

- 3 Front Page Banner**
- 3 Sponsored Crossword**
- 10-Post Twitter Campaign**

**\$2,999**



**CONTACT THE BUSINESS TEAM**

[fordhamobserveradvertising@gmail.com](mailto:fordhamobserveradvertising@gmail.com)

# FOR STUDENTS

The Observer offers special advertisement options and rates for students and student-run Lincoln Center clubs. These offerings are tailored to best reach our undergraduate and campus audience. **Don't hesitate to contact the business managers to work out a custom deal!**



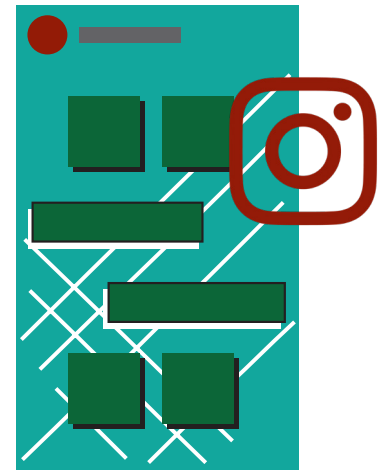
Single Post

**\$30**



Single Post

**\$20**



Single Story

**\$20**

FORDHAMOBSERVER.COM



**HEADER**

**\$150 / 1 week  
\$545 / 4 weeks**

**SIDEBAR**

**\$100 / 1 week  
\$375 / 4 weeks**

THE  
OBSERVER

## HALF PAGE

COLOR: \$125

## 3 COLUMN

COLOR: \$75

## 2 COLUMN

COLOR: \$50

## CLASSIFIED

First two words may be bolded for no extra charge. Hyphenated/abbreviated words count individually.

**\$2 / 1 word**

## BACK PAGE PREMIUM

COLOR: \$299

## STICKER

\$99

**CONTACT THE BUSINESS TEAM**

[fordhamobserveradvertising@gmail.com](mailto:fordhamobserveradvertising@gmail.com)

# 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 advertisements unless otherwise requested and paid for.

The Observer reserves the right to cancel placement of any advertisement. Reasons include (but are not limited to): adherence to the Student Handbook and art not submitted exactly as specified.

Art in correct proportions, file format and reasonable resolution must be delivered to the Business Manager no later than three days before print date unless otherwise specified.

# 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 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 when applicable. Fordham departments and organizations will receive inter-departmental budget transfer forms.

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.

"Make good" advertisement requests in writing should be sent to the Business Manager.

**Owen Roche** | **Business Manager** | **FordhamObserverAdvertising@gmail.com**

Media kit designed by Owen Roche

THE  
OBSERVER

Fordham University Lincoln Center  
140 West 62<sup>nd</sup> Street  
Room G32  
New York, NY 10023