

observant

Advertising in the bilingual (Dutch and English) Observant-newsletter is an efficient way to reach Maastricht University students and employees. From late August to early July, a newsletter is send almost every week (except for school holidays). Check our publishing schedule for more information. The newsletter is send to **all 24,000 students and almost 5,000 employees of UM.**

Rates per week, excluding 21% VAT:

Option 1: Banner w: 6000 × h: 1000 pixels, after the first major news item — 150 euros

Option 2: Banner w: 6000 × h: 1000 pixels, at the bottom of the newsletter — 100 euros

Volume discounts:

- 2 weeks: 5 % discount
- 3 weeks: 10 % discount
- 4 weeks: 20 % discount

(longer than 4 weeks upon consultation)

Note: We send two newsletters, one in Dutch and one in English. All banners are published in both newsletters.

Submit as: GIF/JPG, adding link is possible

Contact details:

Are you interested in advertising or have a question? Mail to cleo.freriks@maastrichtuniversity.nl

These rates are valid until 1 January 2027.