

observant

Advertising on the bilingual (Dutch and English) Observant-website is an efficient way to reach Maastricht University students and employees. From late August to early July, the site is updated almost daily with news and background stories about the UM community. The site averages **around 60,000 pageviews per month**.

Rates per week, excluding 21% VAT:

Banner option 1: **150 euros**

w: 6000 × h: 1000 pixels, below the first block of articles on the homepage (“Featured”)

Banner option 2: **100 euros**

w: 3000 × h: 2000 pixels, below the second block of articles on the homepage (“News and background”)

Volume discounts:

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

(longer than 4 weeks upon consultation)

The site has two homepages:

Dutch: www.observantonline.nl

English: www.observantonline.nl/english

All banners are published on both homepages.

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.