The Harvard Crimson
Advertising Media Kit
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About Us

Founded in 1873, The Harvard Crimson is the nation's oldest continuously published daily college newspaper and the only daily publication of Cambridge, Massachusetts. The Crimson is published every morning, Monday through Friday, with the exception of federal and Harvard University holidays. In addition to the daily, The Crimson publishes an arts section every Tuesday and Fifteen Minutes, the weekend magazine of The Harvard Crimson, every Thursday.

14 Plympton Street, Cambridge, MA 02138
(617) 576-6600 | ads@thecrimson.com

Our Audience

Readership

- 6,700 undergraduate students
- 2,400 faculty and staff
- 14,500 graduate students

Circulation

- Delivered to Harvard Business School, Harvard Law School, Smith Campus Center, Harvard University Science Center, and alumni globally

Social Media

- 29,300 followers on Twitter
- 51,000 likes on Facebook
- 632 followers on Instagram

Online

- 2 million page views per month
- 1 million unique visitors per month

Cambridge population (2013 U.S Census Bureau)

107,000

23,600

total Harvard community
Print Advertising

Serving as Harvard’s longest running newspaper, the print edition of The Crimson is a great way to present your company to the Harvard and Cambridge communities.

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<tr>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Eighth Page</th>
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<tbody>
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**OTHER OPTIONS**

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<tr>
<th>1” Front-page Banner</th>
<th>2” Front-page Banner</th>
<th>Inserts</th>
<th>Back-page Color Placement</th>
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Join the latest trend in marketing your products and advertise with us online at thecrimson.com, a rapidly growing source of news for the global Harvard community.

Our flexible advertising options will allow you to tailor an outreach campaign that will serve your specific needs. You will have choice of sizes, specific times during the week and day that you want your advertisements to run, and whether you want your ads to appear with or in between articles.

Please visit us at thecrimson.com to see our advertisements in action.

**How it Works:**

- Your ad is linked directly to your website.
- Your ad is rotated with strategic locations on different article webpages.
- Featured in full color with animation supported.

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**The Harvard Crimson**

**Leaderboard**
728 x 90 pixels

**Primary**
300 x 600 pixels

**Interstitial**
600 x 500 pixels

*Interstitial ads appear between web pages*

**Box**
300 x 250 pixels
The Harvard Crimson daily digital newsletter is sent directly to the e-mail inboxes of over 19,000 students, faculty, alumni, and other readers in the Harvard community. From breaking news alerts to daily news updates, this is by far the most subscribed e-mail list on Harvard’s campus.

Today’s Harvard Headlines

The Harvard Crimson <no-reply@thecrimson.com>
to Subscriber

available Daily, Weekly, and Monthly
## Publication Calendar

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- (red date): is publishing
- (black dash): is not publishing
Special Publications

The Crimson prints special publications for specific events on and around campus throughout the year. These publications consistenly have The Crimson's highest readership. Often, these publications are the best times for your company to target the largest audience possible and a specific demographic of viewers.

Spring Semester

JAN 25
Spring Registration
Distributed to students on their first day back from winter recess.

MAY 25
Pre-Frosh Weekend
Distributed to incoming freshmen and their families as they stay for Visitas, giving them a first impression of Harvard life.

FEB 26
Junior Parents Weekend
Hundreds of families of junior underclassmen visit campus and stay in Cambridge over the weekend.

Guide to Planning Your Summer
Informs students of summer internships, jobs, and programs. Written by the Office of Career Services for undergraduates.

MAY 11

Commencement

In honor of graduating seniors, The Crimson publishes four issues: 50th Reunion, 25th Reunion, Class Day, and Commencement Day Issues. The publications serve as a yearbook of highlights for special reunion classes and showcase the accomplishments of the graduating class. Commencement draws tens of thousands to Cambridge for this momentous occasion.

MAY 25
50th Reunion

MAY 23
25th Reunion

MAY 25
Class Day

MAY 26
Commencement Day Issue

Fall Semester

AUG 23
“My First Year” Orientation Issue
This annual freshman issue is distributed on move-in day as the new class and their parents arrive on campus.

AUG 31
“Welcome Back” Kickoff Issue
This special issue is published on the first day of the school year targeted towards all undergraduates.

Career Services Guide to Job Search
The Crimson and the Office of Career Services create this glossy, full-color magazine guide for recruiting at Harvard.

SEPT 5
Guide to the OCI Fair
Written by Harvard’s Office of Career Services, this issue is the official handbook to this career forum.

Head of the Charles Supplement
The annual Head of the Charles brings in over 250,000 students, alumni, and family from across the globe.

Freshmen Parents Weekend
Thousands of families and friends of underclassmen freshmen come to Cambridge for the weekend to visit campus.

Harvard-Yale Game Supplement
The annual football game is the most anticipated college sports event in both Cambridge and New Haven.

Guide to Planning Your Summer
Informs students of summer internships, jobs, and programs. Written by the Office of Career Services for undergraduates.
Policies and Procedures

REDESIGN FEES

*The Harvard Crimson* will apply a one-time $75 redesign fee to your bill with proper notice if:

(i) You would like us to redesign your ad.
(ii) Your advertisement does not fall within submission specifications.

SUBMISSION

Please submit your advertisement in JPEG or PDF formats. When submitting, please email your advertisement to your contact at *The Harvard Crimson* and adcopy@thecrimson.com.

When to Submit

*Print and Online:* at least 2 days before your selected advertising run dates
*Insertions:* at least 1 week before your selected advertising run dates
*Email Newsletter:* at least 2 days before your selected advertising run dates

MAILING INSERTS

Inserts should be mailed to: *The Harvard Crimson*
14 Plympton Street
Cambridge, MA 02138

PAYMENT

We will accept payment by check, American Express, Visa, or Mastercard. Please have payment information ready when contacting your representative at *The Harvard Crimson*. This will facilitate the process on both ends.

DISCLAIMER

Upon agreeing to terms with *The Harvard Crimson*, the advertiser agrees to produce and submit artwork for the space ordered. If the artwork is not provided by the specified deadline above, the space will be forfeit and the advertiser will pay for 100% of the space ordered. Additional terms regarding cancellation fees will apply to all advertising packages over $3,000.

We reserve the right to review and reject all advertisements prior to publication should we see fit.

ADVERTISER AGREEMENT

By submitting your advertisement to *The Harvard Crimson*, you are agreeing to have your advertisement run in our products. If you decide to cancel your advertisement, you must give us 2 days notice.
For pricing and other information, please reach out to any of our advertising managers via phone or email us. We look forward to working with you.

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(617) 576-6600
www.thecrimson.com
ads@thecrimson.com

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Priscilla Lee
Dylan Polachi
ZiZi Zhang
Advertising Managers