



The Harvard Crimson

Advertising Media Kit



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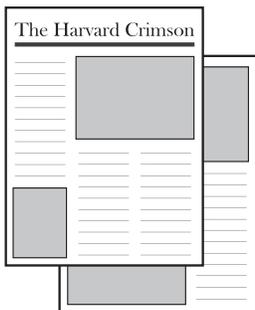
About Us

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

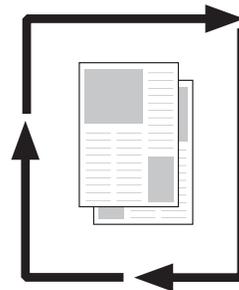


6,700
undergraduate students
2,400
faculty and staff
14,500
graduate students

107,000
Cambridge population
(2013 U.S Census Bureau)

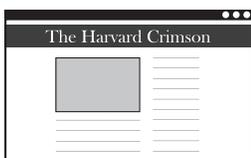
23,600
total Harvard community

CIRCULATION



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

ONLINE



2 million
page views per month



1 million
unique visitors per month

SOCIAL MEDIA



29,300
followers on Twitter



51,000
likes on Facebook

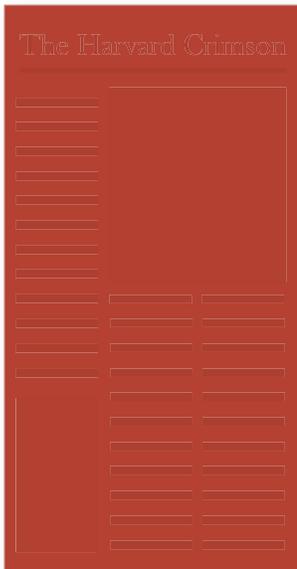


632
followers on Instagram

Print Advertising

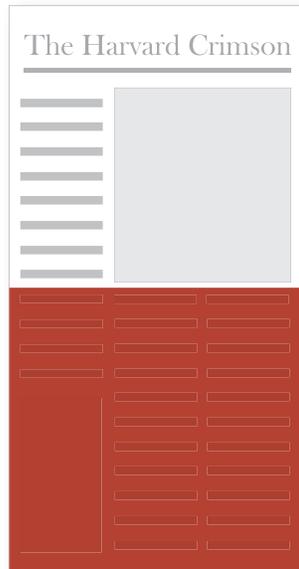
Serving as Harvard's longest running newspaper, the print edition of *The Crimson* is a great way to present your company to the Harvard and Cambridge communities.

FULL PAGE



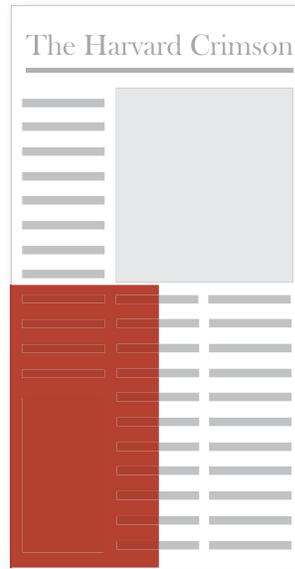
11" x 21"

HALF PAGE



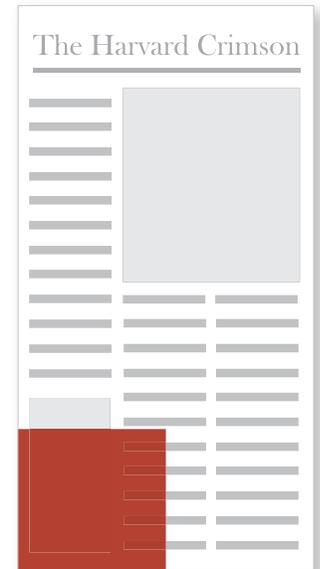
11" x 10.5"

QUARTER PAGE



5.5" x 10.5"

EIGHTH PAGE



5.5" x 5.25"

OTHER OPTIONS

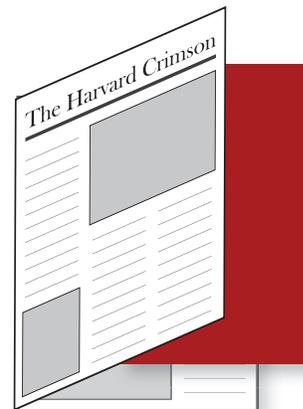
1" FRONT-PAGE BANNER



2" FRONT-PAGE BANNER



INSERTS



BACK-PAGE
COLOR PLACEMENT

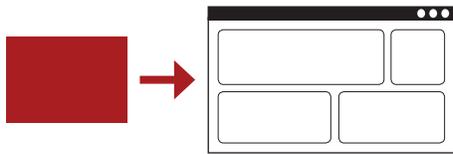
Online Advertising

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.

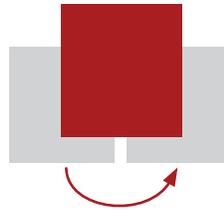
Our flexible advertising options will allow you to tailor an outreach campaign that will serve your specific needs. You will have choice of sizes, specific times during the week and day that you want your advertisements to run, and whether you want your ads to appear with or in between articles.

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

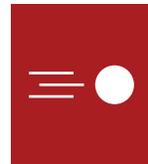
How it Works:



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.

A screenshot of a web browser displaying 'The Harvard Crimson' website. The page layout includes several designated ad spots: a red 'LEADERBOARD' banner at the top (728 x 90 pixels), a large grey rectangular area on the left, a vertical red 'PRIMARY' ad on the right (300 x 600 pixels), a red 'INTERSTITIAL' ad at the bottom left (600 x 500 pixels), and a red 'BOX' ad at the bottom right (300 x 250 pixels). A note at the bottom states: '*Interstitial ads appear between web pages'.

Email Newsletter

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

JANUARY						
					-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	19	-	21	-	-
-	25	26	27	28	29	-

FEBRUARY						
	1	2	3	4	5	-
-	8	9	10	11	12	-
-	-	16	17	18	19	-
-	22	23	24	25	16	-
-	29					

MARCH						
		1	2	3	4	-
-	7	8	9	10	11	-
-	-	-	-	-	-	-
-	21	22	23	24	25	-
-	28	29	30	31		

APRIL						
				1	-	
-	4	5	6	7	8	-
-	11	12	13	14	15	-
-	18	19	20	21	22	-
-	25	26	27	28	29	-

MAY						
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-	9	-	11	-	-	-
-	-	-	-	-	-	-
-	-	-	-	26	-	-
-	-	-				

AUGUST						
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-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	23	-	-	-	-
-	-	-	31			

SEPTEMBER						
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-	-	6	7	8	9	-
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-	19	20	21	22	23	-
-	26	27	28	-	-	

OCTOBER						
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-	24	25	26	27	28	-
-	31					

NOVEMBER						
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-	14	15	16	17	18	-
-	21	22	-	-	-	-
-	28	29	30			

DECEMBER						
			1	2	-	
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-	12	-	14	-	-	-
-	-	-	-	-	-	-
-	-	-	-	-	-	-

■ (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 consistently 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



Spring Registration

Distributed to students on their first day back from winter recess.

Pre-Frosh Weekend

Distributed to incoming freshmen and their families as they stay for Visitas, giving them a first impression of Harvard life.



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.



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.



50th Reunion

Class Day



25th Reunion

Commencement Day Issue



Fall Semester



"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.

Head of the Charles Supplement

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



"Welcome Back" Kickoff Issue

This special issue is published on the first day of the school year targeted towards all undergraduates.

Freshmen Parents Weekend

Thousands of families and friends of undergraduates come to Cambridge for the weekend to visit campus.



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.

Harvard-Yale Game Supplement

The annual football game is the most anticipated college sports event in both Cambridge and New Haven.



Guide to the OCI Fair

Written by Harvard's Office of Career Services, this issue is the official handbook to this career forum.

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 adcop@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.

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

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Advertising Managers