



The Harvard Crimson

Advertising Media Kit



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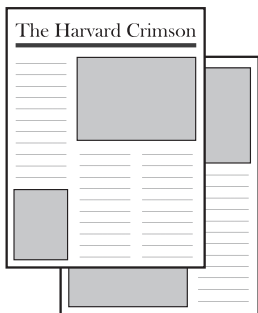
About Us

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

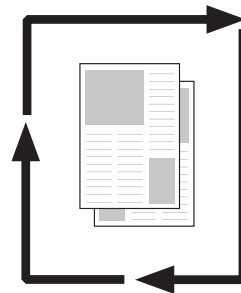
2,400
faculty and staff

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

SOCIAL MEDIA

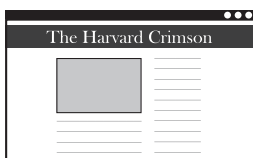


33,500
followers on Twitter



71,000
likes on Facebook

ONLINE



1.2 million
page views per month



600,000
unique visitors per month

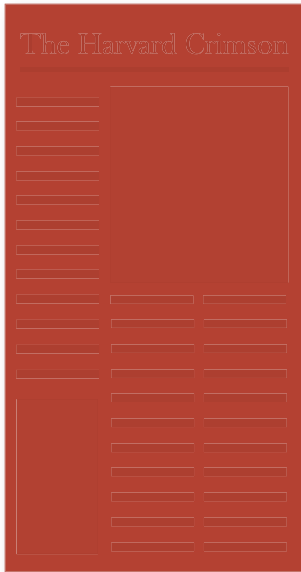


1,500
followers on Instagram

Print Advertising

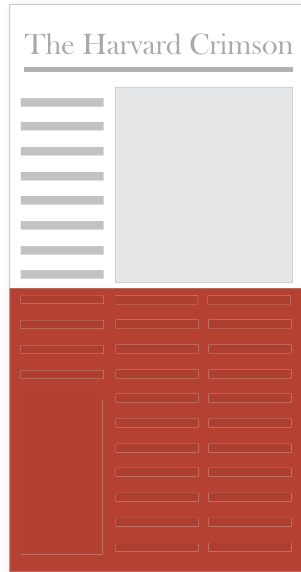
Serving as Harvard's longest running newspaper, the print edition of *The Crimson* is a great way to present your company to the Harvard and Cambridge communities.

FULL PAGE



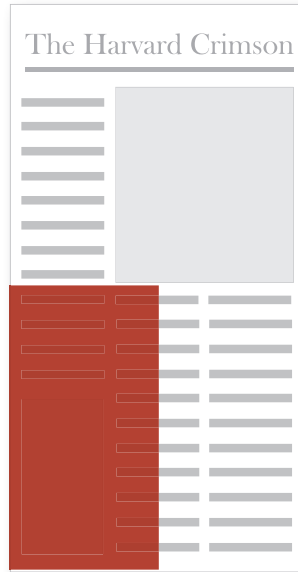
11" x 21"

HALF PAGE



11" x 10.5"

QUARTER PAGE



5.5" x 10.5"

EIGHTH PAGE



5.5" x 5.25"

OTHER OPTIONS

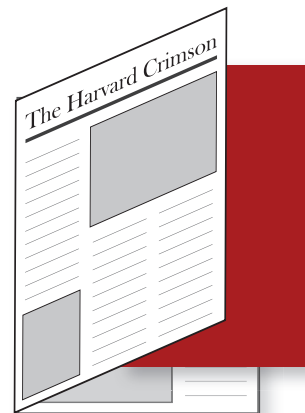
1" FRONT-PAGE BANNER



2" FRONT-PAGE BANNER



INSERTS



BACK-PAGE COLOR PLACEMENT

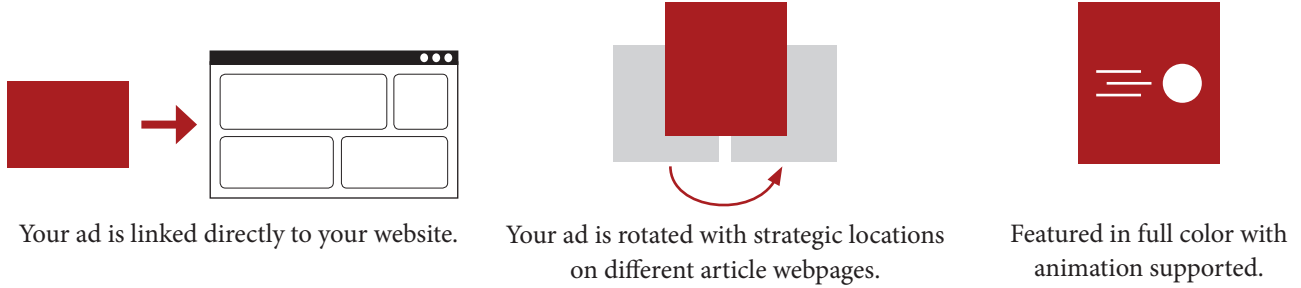
Online Advertising

Join the latest trend in marketing your products and advertise with us online at thecrimson.com, the go-to source of breaking news for the global Harvard community.

Our flexible advertising options will allow you to tailor an outreach campaign that will fulfill 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:



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

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

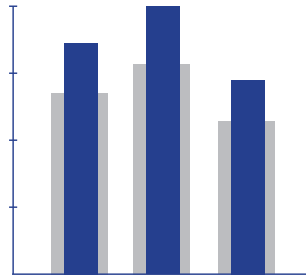
Sponsored Facebook Posts

Take advantage of our rapidly-growing audience on Facebook through sponsored posts. Over 80% of our Facebook demographic are ages 18-34, allowing you to specifically target these social media users directly via their newsfeeds. More than 35% of our Facebook audience logs on through mobile, so utilizing sponsored Facebook posts is a great way to reach a demographic always on the move. And of course, a significant majority of our viewership is highly educated and activity oriented, making sponsored Facebook posts the perfect way to attract pre-professional talent.

Statistics:



150% above the industry standard for those in the "Summit Estates" demographic, which classifies those with a net worth of over \$2 million.



30% higher purchasing audiences than the industry average in clothing, health/beauty, sports/outdoors, and home/gardening categories.



80% of our Facebook viewers primarily purchase through credit card and do so online.



The Harvard Crimson

Sponsored •

Like Page

Promote your company, product, or event with a short description, and include an optional link <http://example.com> if desired (the graphic below will also have a link attached):



1,873

765 Comments 313 Shares

Publication Calendar

JANUARY						
-	-	-	-	-	-	-
-	-	-	-	-	-	-
-	-	17	-	19	-	-
-	23	24	25	26	27	-
-	30	31	-	-	-	-

FEBRUARY						
-	-	1	2	3	-	-
-	6	7	8	9	10	-
-	13	14	15	16	17	-
-	-	21	22	23	24	-
-	27	28	-	-	-	-

MARCH						
-	-	1	2	3	-	-
-	6	7	8	9	10	-
-	-	-	-	-	-	-
-	20	21	22	23	24	-
-	27	28	29	30	31	-

APRIL						
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-	10	11	12	13	14	-
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-	24	25	26	27	28	-
-	-	-	-	-	-	-

MAY						
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-	-	-	-	-	-	-
-	<u>22</u>	-	<u>24</u>	<u>25</u>	-	-
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AUGUST						
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-	-	22	-	-	-	-
-	-	-	30	31	-	-

SEPTEMBER						
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-	18	19	20	21	22	-
-	25	26	27	-	-	-

OCTOBER						
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-	-	10	11	12	13	-
-	16	17	18	19	20	-
-	23	24	25	26	27	-
-	30	31	-	-	-	-

NOVEMBER						
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-	6	7	8	9	10	-
-	13	14	15	16	17	-
-	20	21	-	-	-	-
-	27	28	29	30	-	-

DECEMBER						
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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 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.

Freshmen Parents Weekend

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



“Welcome Back” Kickoff Issue

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

Harvard-Yale Game Supplement

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



Head of the Charles Supplement

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

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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Nathan Y. Lee
Max Sosland
Advertising Managers