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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. Our online website, thecrimson.com, is updated daily with all the same content of the daily newspaper, reaching over a dozen million members of the global Harvard community every year.

ONLINE

1,200,000 page views per month

600,000 unique visitors per month

PRINT

6,700 undergraduate students

14,500 graduate students

2,400 faculty and staff

23,600 members of the Harvard community

SOCIAL MEDIA

80,000+ Facebook Subscribers

40,000+ Twitter Subscribers

3,000+ Instagram Subscribers

newspapers delivered to Harvard Business School, Harvard Law School, Harvard University Science Center, Smith Campus Center, and alumni around the world
Online

thecrimson.com has experienced momentous growth with increasing readership year after year. Our digital audience currently contributes to over 1,200,000 views and over 600,000 unique readers every month. News articles, editorials, investigative features, sports coverage, and all other content produced by The Crimson is published on thecrimson.com, including the most up-to-date breaking news on campus.

Online advertising on thecrimson.com is one of the best ways to engage the global Harvard community on a large scale. Harvard alumni, parents of students, and other members of the global Harvard community represent the majority of our digital audience, as well as students and faculty on campus.

**How It Works:**

- **Leaderboard**
  - 728 x 90 pixels
  - Your ad is linked directly to your website.

- **Primary**
  - 300 x 600 pixels
  - Your ad is rotated with strategic locations on different article webpages.

- **Interstitial**
  - 600 x 500 pixels
  - *Interstitial ads appear between web pages

- **Box**
  - 300 x 250 pixels
  - Featured in full color with animation supported.
Email Newsletter

18,000 subscribers receive email newsletters from The Crimson every weekday morning. Students, faculty, and alumni read the email newsletter to the latest news about Harvard. From breaking news to events on campus to the daily undergraduate dining hall menu, the email newsletter has the most relevant and engaging content hand-picked by The Crimson newsroom every day. Email newsletter advertising reaches a loyal, core audience that is best suited for raising awareness about events and programs, opportunities and applications, and other dates and deadlines.
Sponsored Facebook Posts

Over 80,000 Facebook subscribers see posts from The Crimson’s page on their personal newsfeeds. The Crimson’s newsroom selects choice content to be posted every hour of the day, every day of the week. Over 80% of our Facebook audience are students and recent alumni ages 18-34, with a large percentage on mobile. Our readers on social media share, comment, and tag other users in posts that they find engaging. With most of our undergraduates navigating to thecrimson.com through Facebook, sponsored posts are also one of the best ways to attract student pre-professional talent.

Sponsored Facebook Posts offer the most precise targeting of specific demographic groups within the Harvard community. The Crimson only features select clients with specific and directed outreach campaigns relevant to a Harvard audience; please reach out to the business team to see if you qualify.

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):

PHOTO with a LINK

Your Title for Your Company, Product, or Event

1200 x 628 pixels
The Crimson Concepts Studio

The Crimson Concepts Studio collaborates with advertisers to develop sponsored content on behalf of The Crimson. Our team works with you to produce, publish, and promote stories that engage our local and global digital audiences to make a meaningful impression about your brand.

Sponsored content articles use storytelling to deliver meaningful messages to our readers, undergoing rigorous editing when provided by the advertiser to ensure journalistic quality. Articles are hosted on thecrimson.com/sponsored indefinitely, and are usually paired with Sponsored Facebook Posts for increased outreach.

The Crimson Concepts Studio engages our digital audience through quality content, creating a meaningful and lasting impression on our readers. The Crimson only features select clients with specific and directed outreach campaigns relevant to a Harvard audience; please reach out to the business team to see if you qualify.

Virtual Reality and Shark Cage Diving: A Summer in South Africa

ixperience, a summer career accelerator that focuses on providing a holistic approach to education, gives students culturally immersive experiences and impactful internships abroad.
The Harvard Crimson now offers premium digital advertising on our newsracks. We currently offer these newsracks in the Science Center and Annenberg Hall, the freshman dining hall. These spaces are frequented by thousands of students, faculty, and tourists and offer boosted engagement with the Harvard community.

**Why Digital Newsracks?**

Research has shown that, due to their **dynamic and interactive** nature, digital signage yields **recall rates of over 80%** and have a greater impact on audiences than static flyers. Digital newsracks are the ideal way to promote your products, services, and events.

Our digital newsrack in Annenberg hall is seen by **every freshman at Harvard** and presents the best way to engage the student body.

---

**43” HD Screen**

**Photos, Graphics, Videos**

**Height: 5’11”**

**Width: 2’1”**

**1920 x 1080 HD LCD**

**3,000+ views per day**

students, faculty, staff

**100%** coverage of the freshman class

**2** current locations
Print

The daily print edition of The Harvard Crimson commands a strong, engaged, and loyal audience with undergraduates and graduates on campus, faculty and staff members, and alumni nationwide. The daily is printed every weekday morning, distributed to all undergraduate houses, the graduate schools, and major hotspots around campus. Harvard alumni also subscribe to the print edition to have the daily distributed directly to their doorsteps. A comprehensive outreach campaign features print to create the strongest brand awareness possible within the Harvard community. Talk to our business team about discounted pricing on package deals.

<table>
<thead>
<tr>
<th>Full</th>
<th>Half</th>
<th>Quarter</th>
<th>Eighth</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Full Page" /></td>
<td><img src="image" alt="Half Page" /></td>
<td><img src="image" alt="Quarter Page" /></td>
<td><img src="image" alt="Eighth Page" /></td>
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<tr>
<td>11.5” x 20.5”</td>
<td>11.5” x 10.25”</td>
<td>5.75” x 10.25”</td>
<td>5.75” x 5.125”</td>
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</tbody>
</table>

Backpage Color: ![Color Choices](image)

Inserts

1” or 2” Front-page Banner
The Harvard Crimson releases special publications for specific events on and around campus throughout the year.

These publications consistently have The Crimson's highest print readership, and are the best times for you to target a large and specific demographic audience.

**Spring Semester**

- **Spring Registration**
  Distributed to students on their first day back from winter recess.

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

- **Guide to Summer Opportunities**
  Informs students of summer internships, jobs, and programs.

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

**Commencement**

- **50th Reunion**
  Commencement Day

- **25th Reunion**
  Class Day

**Fall Semester**

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

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

- **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.
## Daily Publication Calendar

**2019 Calendar Year**

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<td>25 26 27 28 29</td>
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<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE / JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
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<th>NOVEMBER</th>
<th>DECEMBER</th>
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<td>- 25 26</td>
</tr>
<tr>
<td>28 29 30 31</td>
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</tr>
</tbody>
</table>

- (red date): is publishing
- (black dash): not publishing
# Formatting Specifications

All media must be 300ppi and in the correct color space—otherwise, the advertisement may not run. 300ppi is required for any Online or Sponsored Facebook Posts. CMYK is required for any Print.

*No printer’s marks (no crop marks or bleed marks), JPG or PDF file format preferred.*

*With the exception of backpage color, all print ads will be printed in grayscale.*

<table>
<thead>
<tr>
<th>Print Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
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<tbody>
<tr>
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<td>CMYK</td>
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<tr>
<td>Half Page</td>
<td>11.5” x 10.25”</td>
<td>CMYK</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>5.75” x 10.25”</td>
<td>CMYK</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>5.75” x 5.125”</td>
<td>CMYK</td>
</tr>
<tr>
<td>1” Banner</td>
<td>11.5” x 1”</td>
<td>CMYK</td>
</tr>
<tr>
<td>2” Banner</td>
<td>11.5” x 2”</td>
<td>CMYK</td>
</tr>
<tr>
<td>Inserts</td>
<td>&lt; 12” x 12”</td>
<td>pre-printed</td>
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<table>
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<th>Online Ad Unit</th>
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<tbody>
<tr>
<td>Interstitial</td>
<td>600 x 500 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Primary</td>
<td>300 x 600 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Box</td>
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<td>RGB</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Newsletter Ad Unit</th>
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<th>Color Space</th>
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</thead>
<tbody>
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<td>Newsletter</td>
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</table>

<table>
<thead>
<tr>
<th>Facebook Ad Type</th>
<th>Dimensions</th>
<th>Color Space</th>
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</thead>
<tbody>
<tr>
<td>1. Single Image</td>
<td>1200 x 628 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>2. Carousel (2 or more img)</td>
<td>1080 x 1080 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>3. Single Video (&lt;30s)</td>
<td>600px width minimum</td>
<td>RGB</td>
</tr>
<tr>
<td>4. Slideshow (3-10 img)</td>
<td>16:9 ratio</td>
<td>RGB</td>
</tr>
</tbody>
</table>
**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 according to the [formatting specifications on page 11](#). When submitting, please email your advertisement to your contact at The Harvard Crimson.

When to Submit
- **Print and Online:** at least 2 days before your selected advertising run dates
- **Insertions:** mailed to The Harvard Crimson, 14 Plympton Street, Cambridge MA 02138 at least 1 week before your selected advertising run dates
- **Email Newsletter:** at least 2 days before your selected advertising run dates

**Payment**
We will accept payment by credit card, ACH, or check. First-time advertisers are required to complete payment before the advertisement run date. Please have payment information ready when contacting your representative at The Harvard Crimson.

**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. We look forward to working with you.

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

Charlie B. Zhu
Business Manager

Amy E. Zhou
Associate Business Manager

Andrew W. Liang
Emily M. Lu
Advertising Managers