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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 publication, 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 15 million members of the global Harvard community every year.

News and digital headlines are distributed to the Harvard Business School, Harvard Law School, Harvard University Science Center, Smith Campus Center, Harvard dormitories and alumni around the world.
THE CRIMSON BY THE NUMBERS

$1.5M AND OVER IN BUSINESS VALUATION

300+ ACTIVE STAFF MEMBERS EMPLOYED

26 DISTRIBUTION LOCATIONS ON CAMPUS & IN CAMBRIDGE

30,000+ HARVARD UNDERGRADUATES, GRADUATES, & FACULTY TO PROMOTE YOUR BRAND TO

18-24 YEARS OLD IS THE MAJOR DEMOGRAPHIC OF OUR READERSHIP
Quality articles at the direction of our clients: we produce, publish, and promote engaging stories to make an enduring impression on our local and global audiences about your brand.

- **86%** audience recall rate
- **42.2K** average views in a month across all pieces
- **4x** the average click-through rate of regular ads

Hosted on thecrimson.com/sponsored indefinitely, and are usually paired with Sponsored Facebook Posts for increased outreach.

The Crimson Brand Studio is an Associated Collegiate Press awarded team that forges creative imagination into reality.
Sponsored social media campaigns offer precise targeting of specific demographics within the Harvard community. We also allow clients to reach a national audience for your business to promote its products and affiliation with The Harvard Crimson.
Email Newsletters

Engaging Content

Hand-picked by The Crimson newsroom every day

Breaking News | Campus Events | Dining Hall Menu

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.

34,000 subscribers receive email newsletters from The Crimson every week.
News articles, editorials, investigative features, and all other content produced by The Crimson is published on thecrimson.com.

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

1,400,000 page views
1,300,000 unique readers
The daily print edition of The Harvard Crimson is distributed all across Harvard, commanding an engaged and loyal audience of undergraduates and graduate students, faculty/staff members, residents of the Cambridge community, and alumni nationwide.

A comprehensive outreach campaign features print to create the strongest brand awareness throughout the Harvard community.
DIGITAL NEWS DISPLAYS

The dynamic, interactive nature of our displays makes digital advertising the ideal way to promote your products, services, and events to a wide receptive audience.

80% VIEWER RECALL RATES

11 HIGH-TRAFFIC LOCATIONS ACROSS CAMPUS

- Dining Halls
- Main Campus Centers
- Lecture Halls
- Upperclassmen dorms

43" LCD Screen (1080 x 1600 HD photos, graphics, video)

Height: 5'11"
Width: 2'1"
SPECIAL RELEASES

The Harvard Crimson creates special releases for specific events on and around campus throughout the year. These are the perfect times for you to target a large and special demographic audience.

SPECIAL RELEASES

GUIDE TO SUMMER OPPORTUNITIES MAR
Informs students of summer internships, jobs, and programs.

ADMITTED STUDENTS WEEKEND APR
Distributed to incoming freshmen and their families as they stay for Vistas, giving them a first impression of Harvard life.

150TH ANNIVERSARY ISSUE APR
The Crimson celebrates its 150th year this April, with high-visibility alumni events held throughout the week of the 27th

COMMENCEMENT MAY
Thousands of students, alumni, families, and faculty attend this special occasion to celebrate those earning their degrees.

FALL

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

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

FIRST-YEAR PARENTS WEEKEND NOV
Thousands of families and friends of underclassmen freshmen come to Cambridge for the weekend to visit campus.

HARVARD-YALE GAME NOV
The annual football game is the most anticipated college sports event in both Cambridge and New Haven.
PUBLICATION SCHEDULE

| 2023 Calendar Year |

- JANUARY
  - Publishing (red date)
  - Not publishing (black dash)
  - JANUARY
  - Publishing (red date)
  - Not publishing (black dash)

- FEBRUARY
  - Publishing (red date)
  - Not publishing (black dash)
  - FEBRUARY
  - Publishing (red date)
  - Not publishing (black dash)

- MARCH
  - Publishing (red date)
  - Not publishing (black dash)
  - MARCH
  - Publishing (red date)
  - Not publishing (black dash)

- APRIL
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  - Not publishing (black dash)
  - APRIL
  - Publishing (red date)
  - Not publishing (black dash)

- MAY
  - Publishing (red date)
  - Not publishing (black dash)
  - MAY
  - Publishing (red date)
  - Not publishing (black dash)

- JUNE/JULY/AUG
  - Publishing (red date)
  - Not publishing (black dash)
  - JUNE/JULY/AUG
  - Publishing (red date)
  - Not publishing (black dash)

- SEPTEMBER
  - Publishing (red date)
  - Not publishing (black dash)
  - SEPTEMBER
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  - Not publishing (black dash)

- OCTOBER
  - Publishing (red date)
  - Not publishing (black dash)
  - OCTOBER
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  - Not publishing (black dash)

- NOVEMBER
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  - Not publishing (black dash)
  - NOVEMBER
  - Publishing (red date)
  - Not publishing (black dash)

- DECEMBER
  - Publishing (red date)
  - Not publishing (black dash)
  - DECEMBER
  - Publishing (red date)
  - Not publishing (black dash)
**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 Social Media Posts. CMYK is required for any Print.

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<thead>
<tr>
<th>Print Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>11.5&quot; x 20.5&quot;</td>
<td>CMYK</td>
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<tr>
<td>Half Page</td>
<td>11.5&quot; x 10.25&quot;</td>
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<tr>
<td>Quarter Page</td>
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<td>Eighth Page</td>
<td>5.75&quot; x 5.125&quot;</td>
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<tr>
<td>1&quot; Banner</td>
<td>11.5&quot; x 1&quot;</td>
<td>CMYK</td>
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<tr>
<td>2&quot; Banner</td>
<td>11.5&quot; x 2&quot;</td>
<td>CMYK</td>
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<tr>
<td>Instagram</td>
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<tr>
<td></td>
<td>1080 x 1920 pi</td>
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*No printer's marks (no crop marks or bleed marks), JPG or PDF file format preferred.*