

# HARVARD

## MAGAZINE

### Harvard<sup>2</sup> Editorial & Planning CALENDAR



#### JAN-FEB ISSUE [Winter]

- Health & Wellness
- Finance & Legal
- Planning for the New Year

**Space Deadline: 11/15/2017**

**Ad Copy Due: 11/20/2017**

*\* Ask about our Wellness & Financial Discounts*



#### MAR-APR ISSUE [Spring]

- Spring
- weddings & luxury retail
- educational enrichment

**Space Deadline: 1/15/2018**

**Ad Copy Due: 1/22/2018**

*\* Ask about our wedding/lux retail & education discount*



#### MAY-JUN ISSUE [Graduation]

- real estate
- Commencement & Reunion Guide
- HSBA Shopping Guide

**Space Deadline: 3/15/2018**

**Ad Copy Due: 3/20/2018**

*\* Ask about our real estate & local retail discount*



#### JUL-AUG ISSUE [Summer]

- Commencement wrap-up
- outdoor dining
- Summer trips & activities

**Space Deadline: 5/15/2018**

**Ad Copy Due: 5/21/2018**

*\* Ask about our summer dining & activities discount*



#### SEP-OCT ISSUE [Fall]

- back-to-school
- museums & the arts
- Head of the Charles

**Space Deadline: 7/16/2018**

**Ad Copy Due: 7/20/2018**

*\* Ask about our museums & non-profit discount*



#### NOV-DEC ISSUE [Holiday]

- Holiday shopping
- Harvard/Yale football wrap-up
- HSBA Shopping Guide

**Space Deadline: 9/14/2018**

**Ad Copy Due: 9/20/2018**

*\* Ask about our luxury retail & travel discount*

**Please note:** Each issue of Harvard<sup>2</sup> contains editorial coverage of local arts and culture, history, cuisine, and the natural beauty of Cambridge, Boston, and beyond—as well as the topics listed above.

**Contact me** to find out more about our issue-specific category discounts and frequency discounts.

For a sample, contact Abby Shepard at 617-496-4032 or [abby\\_shepard@harvard.edu](mailto:abby_shepard@harvard.edu)

# HARVARD

## MAGAZINE



## Regional RATES

### 2018 Rates

(Rate Base: 80,000)

Size/Position	Four-Color	Black & White
Full page	\$10,630	\$7,330
2/3 page	\$7,810	\$5,370
1/2 page	\$6,510	\$4,490
1/3 page	\$4,580	\$3,160
1/6 page	\$2,480	\$1,710
1/9 page*	\$1,060	N/A
1/12 page	N/A	\$870

\* Only available in Premier Properties

### Frequency Discounts

Harvard Magazine offers substantial discounts and added value packages to our committed advertising partners. Package discounts range from 5-40%. Request a customized package and learn how affordable becoming a valued Harvard Magazine advertising partner can be.

To advertise, contact Abby Shepard at 617-496-4032 or [abby\\_shepard@harvard.edu](mailto:abby_shepard@harvard.edu)

# HARVARD

MAGAZINE



## Materials SPECIFICATIONS

### Production Requirements

PDF/X-1a files are preferred, but most Macintosh-compatible formats are accepted, including QuarkXPress and InDesign files. All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300 dpi, with all fonts included. RGB or Pantone colors will not be accepted without prior arrangement. Advanced specifications—including additional unit sizes and information about inserts and BRC cards—are available upon request. Graphic Design services are available for \$60/hour (one-hour minimum charge). **Contact Jennifer Beaumont at 617.495.4268 for assistance.**

### Specifications

Sizes	Width		Depth
Trim	8 3/8" (8.375)	x	10 1/2" (10.5)
Live Area	7 1/8" (7.125)	x	9 1/4" (9.25)
Bleed Page	8 5/8" (8.625)	x	10 3/4" (10.75)
Non-bleed Page	7 21/40" (7.525)	x	9 3/4" (9.75)
2/3 Page	4 5/8" (4.563)	x	9 5/8" (9.625)
1/2 Horizontal	7" (7.00)	x	4 3/4" (4.75)
1/2 Vertical	4 9/16" (4.563)	x	7 1/8" (7.125)
1/3 Square	4 9/16" (4.563)	x	4 3/4" (4.75)
1/3 Vertical	2 3/8" (2.188)	x	9 5/8" (9.625)
1/6 Horizontal	4 9/16" (4.563)	x	2 1/4" (2.25)
1/6 Vertical	2 3/8" (2.188)	x	4 3/4" (4.75)

**Gutter Safety:** Allow 3/8" on each side of the gutter, 3/4" total gutter safety.

**Safety:** For safety, please keep all live matter not intended to trim 1/2" from the trim edges.

### Mechanical Requirements

Trim size: 8 3/8" x 10 1/2"  
 Printing process: Web Offset  
 Binding Method: Perfect Bound

### Shipping Instructions

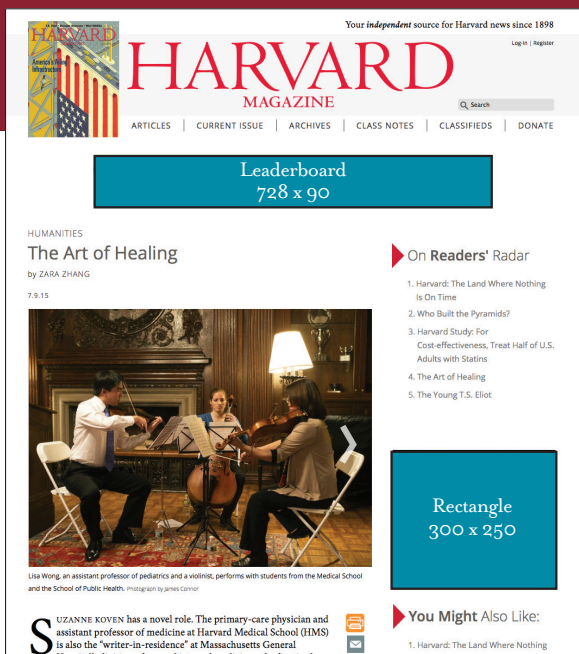
All advertisements should be sent to:  
 Jennifer Beaumont  
 Harvard Magazine  
 7 Ware Street  
 Cambridge, MA 02138  
 Tel: 617.495.4268  
 E-mail: [jennifer\\_beaumont@harvard.edu](mailto:jennifer_beaumont@harvard.edu)

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# HARVARD

## MAGAZINE

### Digital Media RATES

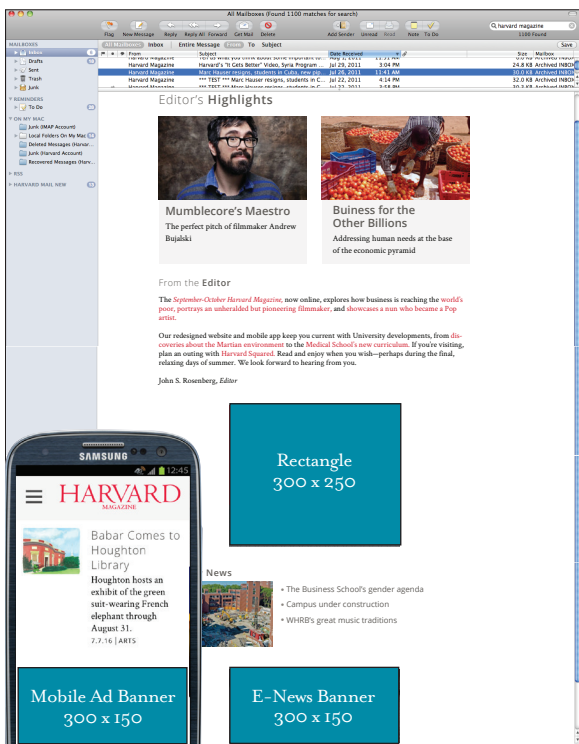


**Harvardmagazine.com** is THE alumni connection to Harvard on the web, averaging **over 275,000 page views** and **over 169,000 users** each month. Visitors to the site are well-educated, highly affluent, and among the most influential in their community.

#### Web Display Advertising Rates

Ad Unit	Position	CPM	Page Views	Position	CPM	Page Views
Leaderboard (728 x 90)	ROS*	\$25		Targeted**	\$35	
Med Rectangle (300x250)	ROS*	\$30		Targeted**	\$40	
Half Page (300x600)	ROS*	\$40		Targeted**	\$50	
Mobile Ad (300x150)	ROS***	\$40		N/A		
Expanding Billboard (975 x 30 - 975 x 200)	ROS*	<i>inquire about availability</i>		Targeted**	<i>inquire about availability</i>	

\*Run of site placement \*\*Targeted to a specific page based on article content \*\*\*Run of site on mobile  
Minimum investment \$500. Advertisers responsible for supplying web ads.



**Harvard Magazine E-Newsletters** reach Harvard alumni, faculty, staff and friends directly in their in-boxes. Our monthly newsletters are delivered to 250,000+ and have an **average open rate of more than 25%**. Our weekly newsletters reach an audience of 20,000+ (*and growing!*) and have an **average open rate of more than 30%**.

#### Targeted Monthly E-Newsletter Advertising Rates

Ad Unit	National (205,000)	International (45,500)
E-News Rectangle (300 x 250)	\$2,500	\$800
E-News Banner I (300 x 150)	\$1,600	\$600
E-News Banner II (300 x 150)	\$1,200	\$400

#### Targeted Weekly E-Newsletter Advertising Rates

Ad Unit	Weekly (20,000+)
E-News Rectangle (300 x 250)	\$350

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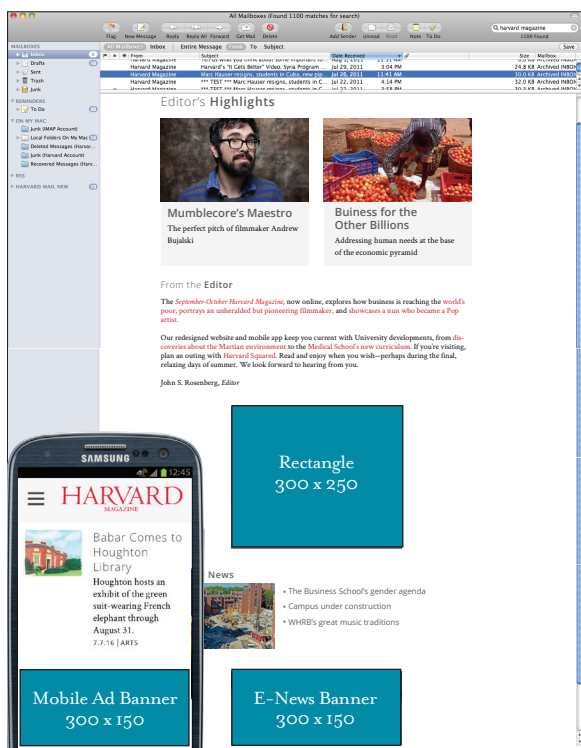
## Digital Media SPECS



### Web Ads:

Leaderboard (728 x 90)	Med Rectangle (300 x 250)	Half Page (300 x 600)	Expanding Billboard (970x30-970x200)	Mobile Ad (300 x 150)
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We accept common Internet display advertising units including Medium Rectangles, Leaderboards, Half Page ads and (with prior approval) expanding Billboards. Accepted formats include third-party ad tags, HTML5, Flash (with embedded clickTAG and a fallback image) and animated GIFs, plus all static formats such as GIF, JPEG, and PNG. File sizes should not exceed 256 KB without prior approval. Please remember to include your destination (click-through) URL and send all advertising materials to: [jennifer\\_beaumont@harvard.edu](mailto:jennifer_beaumont@harvard.edu) or call Jennifer Beaumont at 617-495-4268 with further questions.



### Targeted e-mail ads:

E-News Rectangle (300 x 250)	E-News Banner (300 x 150)
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For targeted e-mail newsletters, we accept JPEG, GIF, and PNG formats. We do not accept Rich Media for e-mail campaigns because it does not perform consistently across e-mail clients (Outlook, Apple Mail, Gmail, Yahoo, AOL, etc.). Materials may be forwarded to [jennifer\\_beaumont@harvard.edu](mailto:jennifer_beaumont@harvard.edu).

*Note: Flash/SWF files must include embedded clickTAG code. We cannot provide performance data for Flash ads that do not support clickTAG. For more information about clickTAG, visit our website for a list of online resources: [harvardmagazine.com/webspecs](http://harvardmagazine.com/webspecs)*

### Rich Media Ads:

Follow IAB guidelines (<http://bit.ly/IABrichmedia>) and allow 10 days' lead time for testing. All native file formats and assets (Flash, HTML5) should be included to facilitate integration with Harvard Magazine's in-house ad server.

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