

HARVARD

MAGAZINE

Harvard² Editorial & Planning CALENDAR



JAN-FEB ISSUE [Winter]

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

Space Deadline: 11/15/2016

Ad Copy Due: 11/21/2016

** Ask about our Wellness & Financial Discounts*



MAR-APR ISSUE [Spring]

- Spring
- weddings & luxury retail
- educational enrichment

Space Deadline: 1/16/2017

Ad Copy Due: 1/20/2017

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



MAY-JUN ISSUE [Graduation]

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

Space Deadline: 3/15/2017

Ad Copy Due: 3/20/2017

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



JUL-AUG ISSUE [Summer]

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

Space Deadline: 5/15/2017

Ad Copy Due: 5/19/2017

** Ask about our summer dining & activities discount*



SEP-OCT ISSUE [Fall]

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

Space Deadline: 7/14/2017

Ad Copy Due: 7/20/2017

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



NOV-DEC ISSUE [Holiday]

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

Space Deadline: 9/15/2017

Ad Copy Due: 9/20/2017

** Ask about our luxury retail & travel discount*

Please note: Each issue of Harvard² 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

HARVARD

MAGAZINE



Regional RATES

2017 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

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

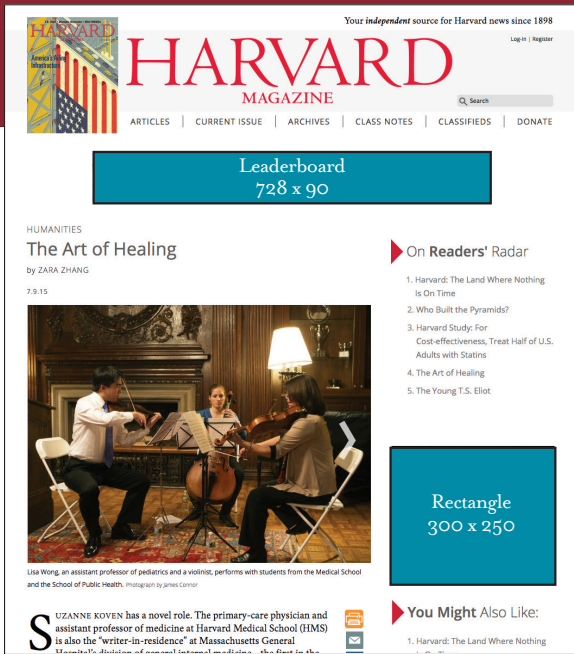
All advertisements should be sent to:
 Jennifer Beaumont
 Harvard Magazine
 7 Ware Street
 Cambridge, MA 02138
 Tel: 617.495.4268
 E-mail: jennifer_beaumont@harvard.edu

To advertise, contact Abby Shepard at 617-496-4032 or abby_shepard@harvard.edu

HARVARD

MAGAZINE

Digital Media RATES

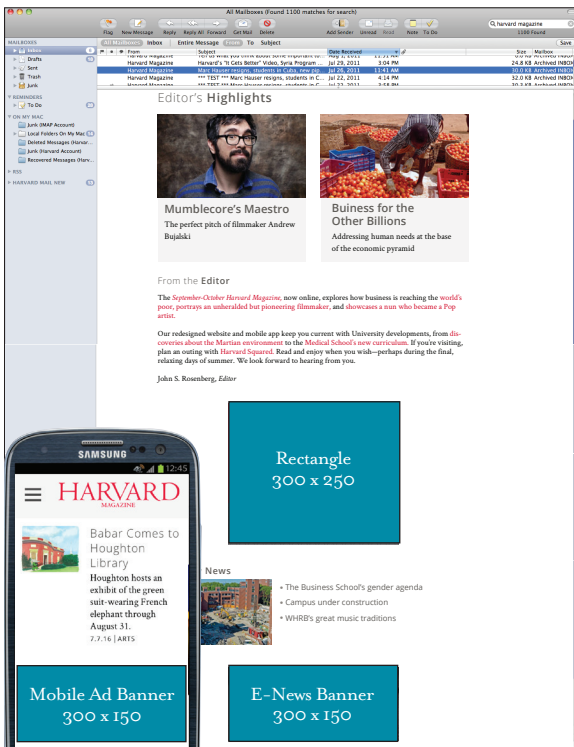


Harvardmagazine.com is THE alumni connection to Harvard on the web, averaging **over 275,000 page views** and **over 150,000 unique visitors** each month. Visitors to the site are well-educated, highly affluent, and among the most influential in their community.

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 distributed to 241,000+ and have an **average open rate of more than 22%**. Our weekly newsletters reach an audience of 26,500+ (*and growing!*) and have an **average open rate of more than 30%**.

Targeted Monthly E-Newsletter Advertising Rates

Ad Unit	National (198,000)	International (43,000)
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

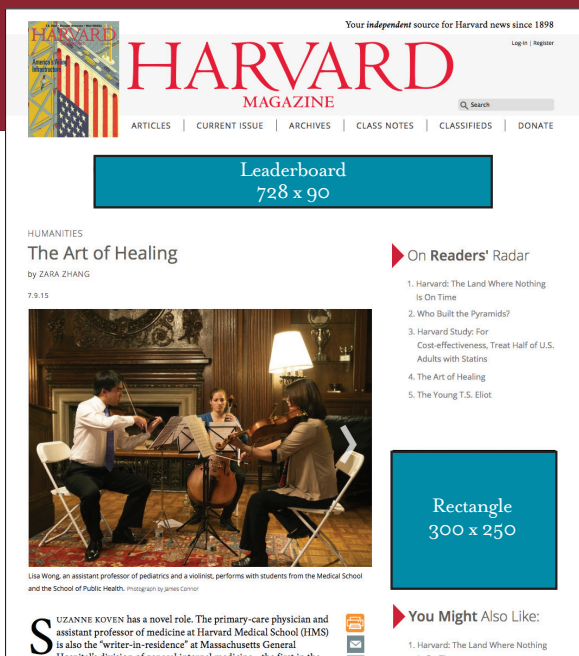
Targeted Weekly E-Newsletter Advertising Rates

Ad Unit	Weekly (26,500+)
E-News Rectangle (300 x 250)	\$350

To advertise, contact Abby Shepard at 617-496-4032 or abby_shepard@harvard.edu

HARVARD MAGAZINE

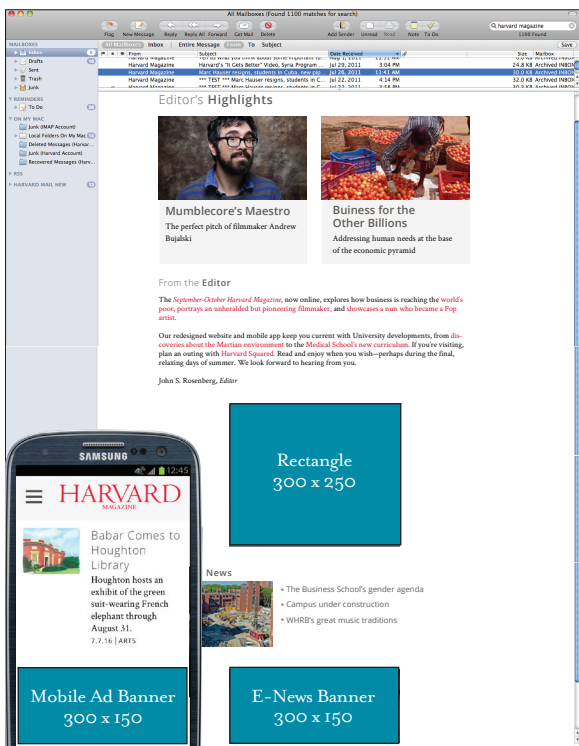
Digital Media SPECS



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)
---------------------------	------------------------------	--------------------------	---	--------------------------

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 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)
------------------------------	---------------------------

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.

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

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.

To advertise, contact Abby Shepard at 617-496-4032 or abby_shepard@harvard.edu