ARE YOU A HARVARD ALUMNI OR FACULTY AUTHOR? Promote your book to the Harvard audience this summer. The July–August 2015 edition of Harvard Magazine will feature the Harvard Authors’ Bookshelf—Summer Reading List. This special advertising section will reach 245,000 Harvard alumni, faculty & staff and will appear adjacent to the Montage section of the magazine.

ADVERTISING PACKAGE INCLUDES:

• A full color photo of your book jacket
• 7 lines of text which include: your book title, your name and class year/Harvard affiliation, plus a brief description. The description length can vary from a single web address to multiple words, depending upon how many lines are used up by your book title, name(s), and class year/Harvard affiliation(s). We will contact you if your ad needs to be edited for space. Please see the sample ad layouts for direction (attached).

Your ad will appear in both the print and the online edition of Harvard Magazine. The Harvard Author’s Bookshelf section will also be promoted in our Editor’s Highlights e-newsletter as well our new “Books” e-newsletter.

LISTING COST: $585 ($1000 value)

To place your ad, please use our special author order form at: http://bit.ly/authorsharvard
(Or if you prefer, you may e-mail a high resolution, 300 dpi .jpg or a pdf of your book cover along with your book title, name, Harvard class year/affiliation, and descriptive text to classifieds@harvard.edu.)

The deadline to advertise in the Harvard Authors Bookshelf—Spring Reading List is: MAY 14, 2015

*You must be a Harvard alumni or faculty author to participate in the Harvard Author’s Bookshelf—Summer Reading list. Your class year/Harvard affiliation will be vetted.

To advertise, contact Gretchen Bostrom at 617-496-6686 or classifieds@harvard.edu
Harvard Authors’ Bookshelf

SAMPLE ADS

A. Surviving The College Application Process
   Lisa Bleich, HBS ’92
   Identify and communicate your unique strengths to make you an angular, and therefore more compelling, candidate.
   www.collegeboundmentor.com

B. Secret Places, Hidden Sanctuaries: Uncovering Mysterious Sites, Symbols, and Societies
   Stephen Klimczuk, MBA ’87 and Gerald Warner of Craigenmaddie
   www.secretsanctuaries.com

C. A Filmmaker’s Journal
   Sumner Jules Glimcher, ’48
   Please read five star reviews on Amazon. Order from Apple, B&N for e-book versions, or Amazon for paperback.
   E-mail: sumner.glimcher@nyu.edu for autographed copies.

A: Typical layout - with 2-line title, 1 line for author’s name, 4 lines text. (26 words total)
B: Heavy title layout - 4-line title, 2 lines for authors’ names, 1 line text. (20 words total)
C: Heavy text layout - 1-line title, 1 line for author’s name, 5 lines of text. (31 words total)

WHY DON’T WE HAVE A SET CHARACTER COUNT?

Author’s Bookshelf ads are not the same as text ads with a set amount of characters – they are display ads that are individually designed to fit attractively into 7 lines. The number of characters that fit in each line can vary depending upon the content – we use tracking to adjust them. This approach allows more flexibility and benefits the author as well as the reader. Sometimes we can track (squish) the words to fit a title or author name on one line as opposed to two (or two instead of three) which frees up space for more copy – but it takes a designer to know where we can make these adjustments without sacrificing legibility. If we gave a set character count and used standard tracking throughout, we wouldn’t be able to include as much information.

* Sample ads at exact scale. Dimensions are approximately: 2½” x 1⅛”.

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