



The Harvard Crimson
Business Board

ADVERTISING
MEDIA KIT
2021



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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 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 a dozen 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

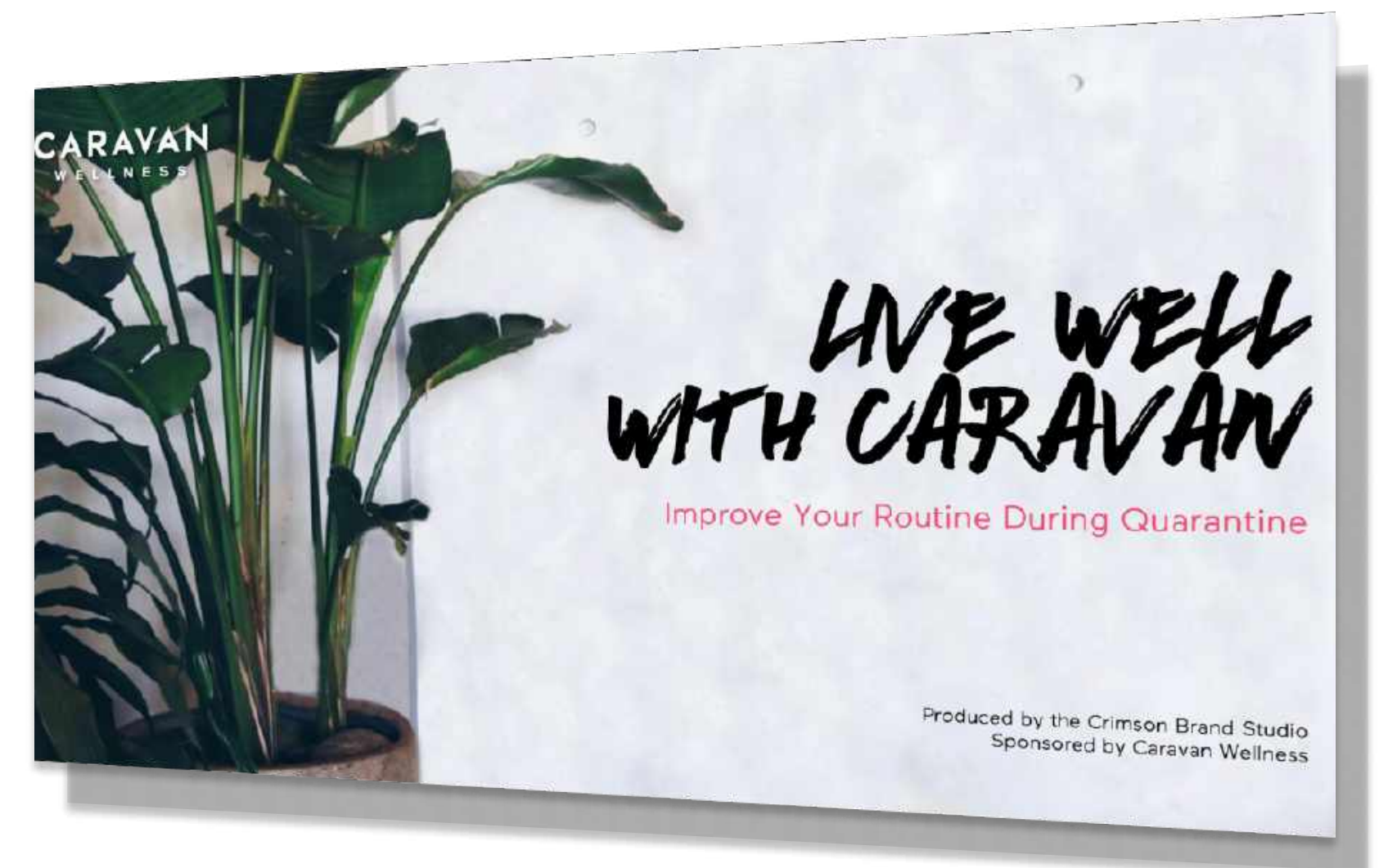
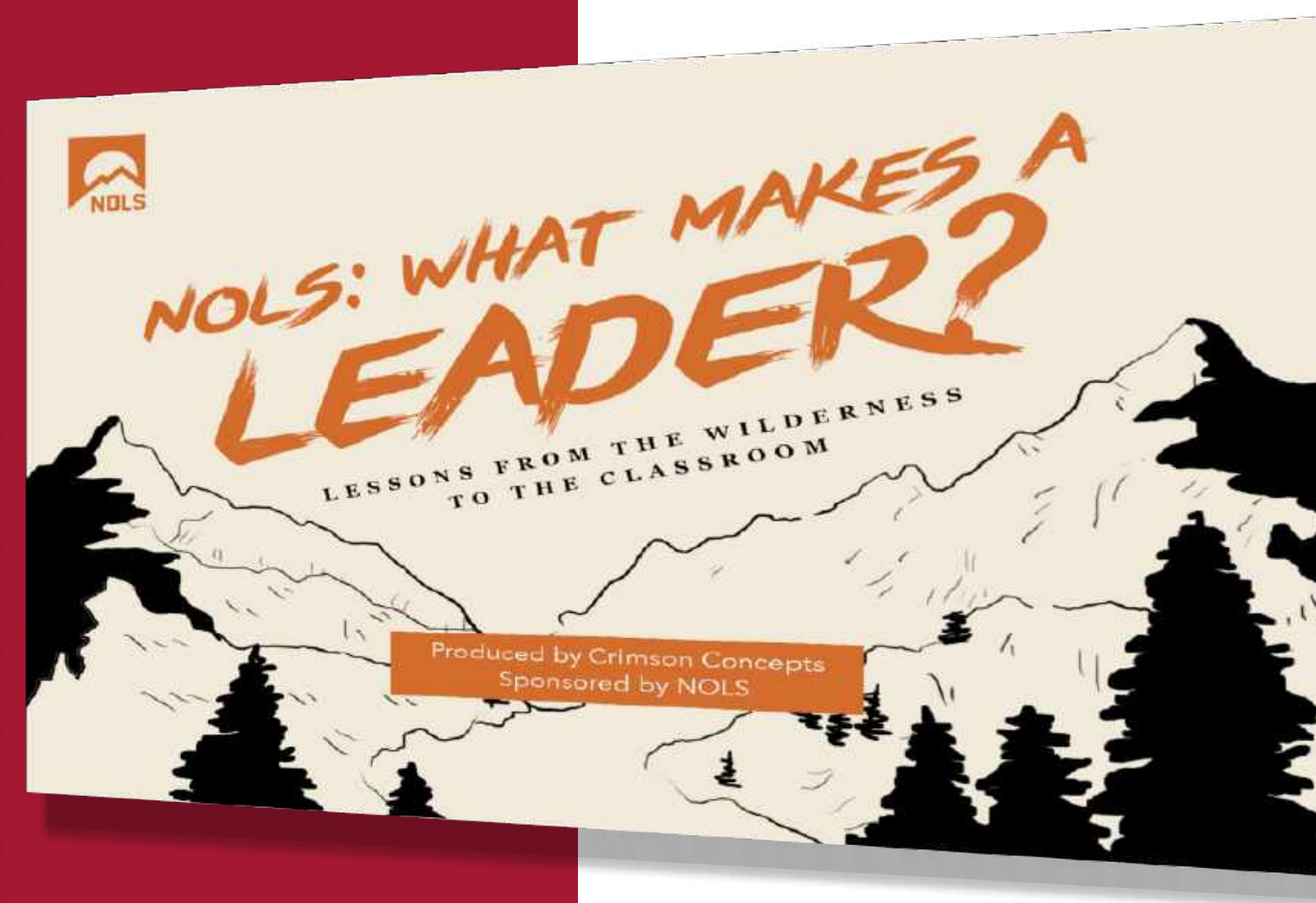
SPONSORED CONTENT

The Crimson Brand Studio is an Associated Collegiate Press awarded team that forges *creative imagination into reality*.

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.

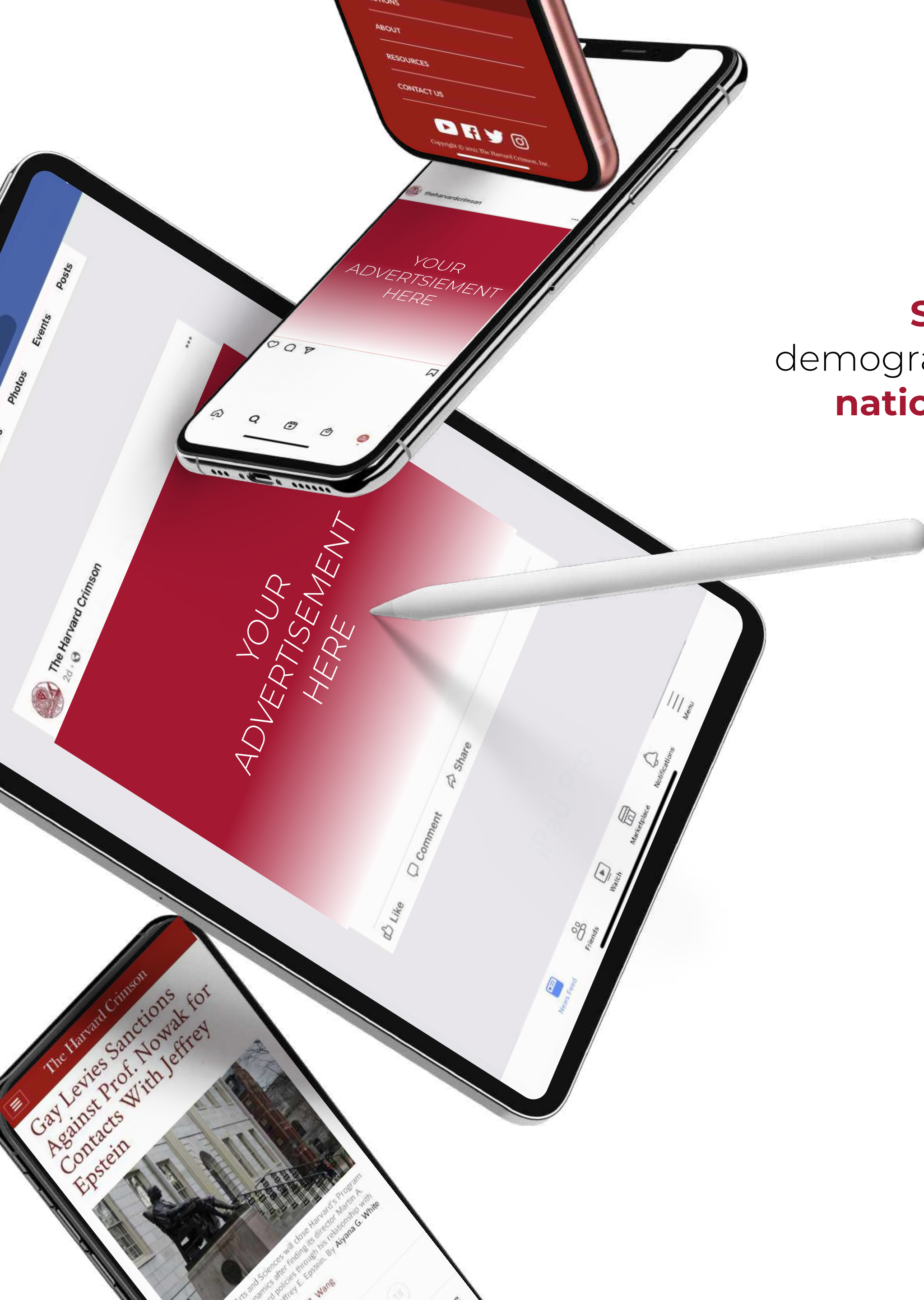
- **86%** audience recall rate
- **7.7K** average views in a month
- **4x** the average click-through rate of regular ads

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



SOCIAL MEDIA

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.



4K

AND OVER IMPRESSIONS
MADE ON AVERAGE ON
SPONSORED POSTS



Instagram sponsored post and story on the Harvard Crimson page, followed by over **14,000 users**



Facebook sponsored post on the Harvard Crimson page, followed by over **80,000 users**

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.



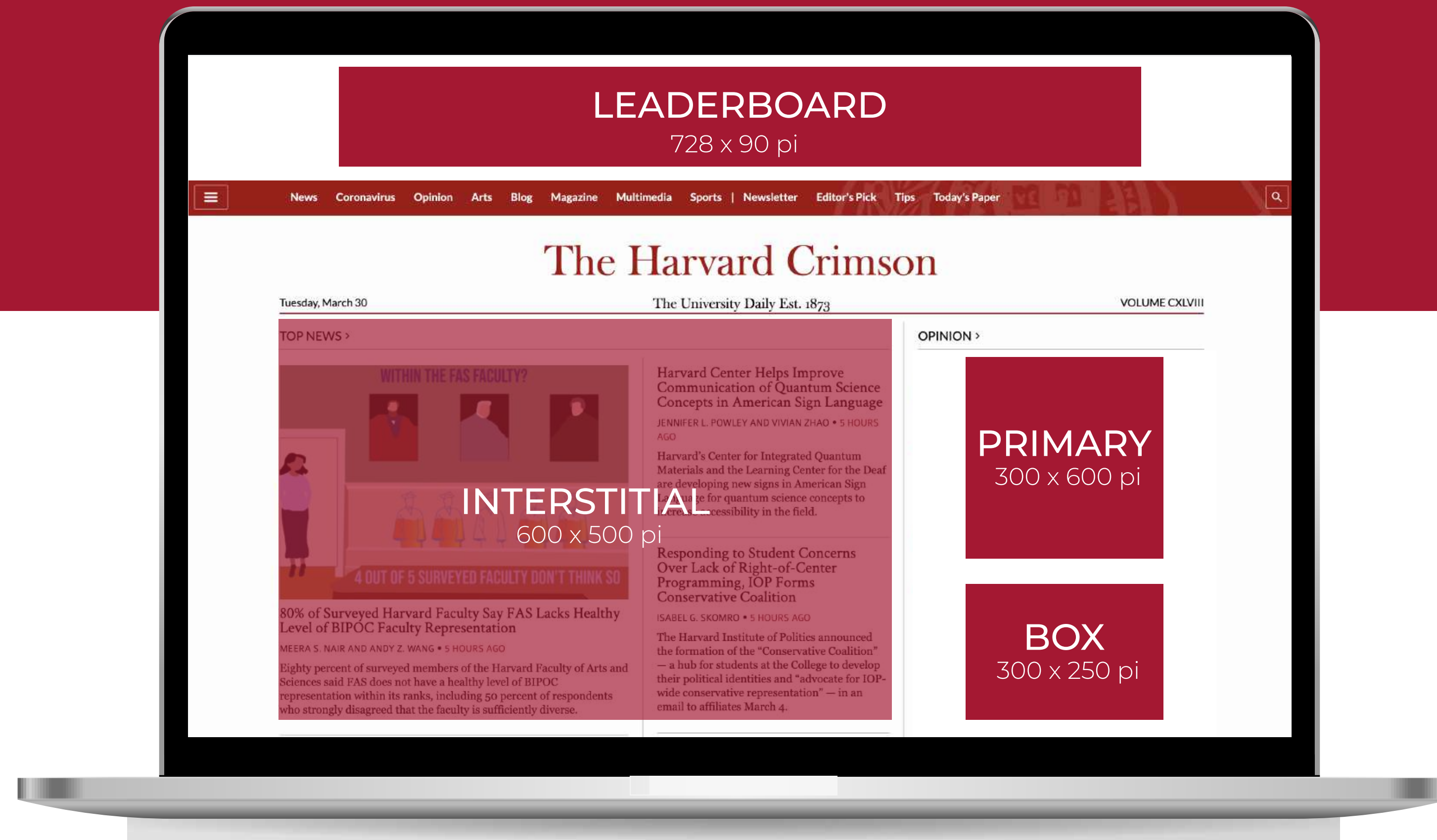
34,000

subscribers receive email newsletters from The Crimson every week.

ONLINE

News articles, editorials, investigative features, 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.



1,200,000

page views

600,000

unique readers

EVERY
MONTH

PRINT

EIGHTH

HALF

QUARTER

FULL



5.75" x 5.125"



5.75" x 10.25"



11.5" x 10.25"



11.5" x 20.5"

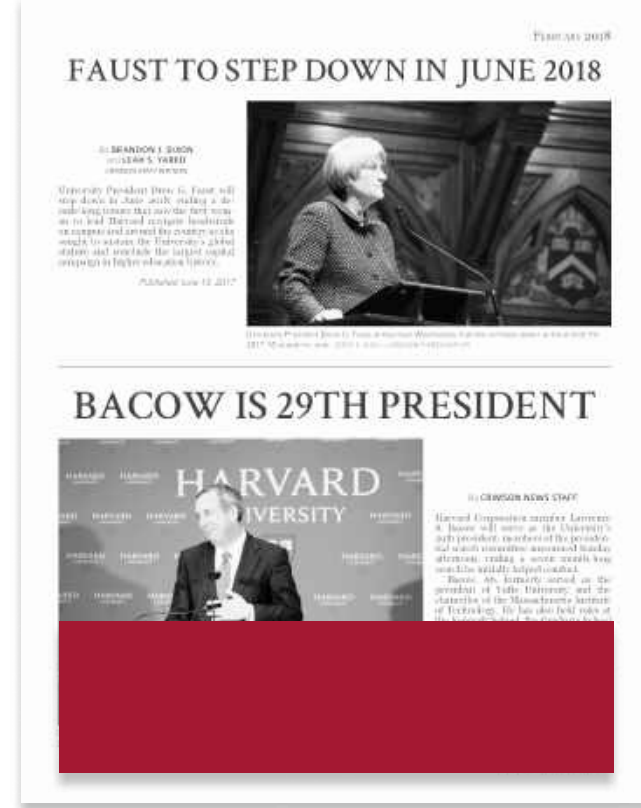
INSERTS



BACK PAGE COLOR



FRONT PAGE BANNER
1" or 2"



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**.

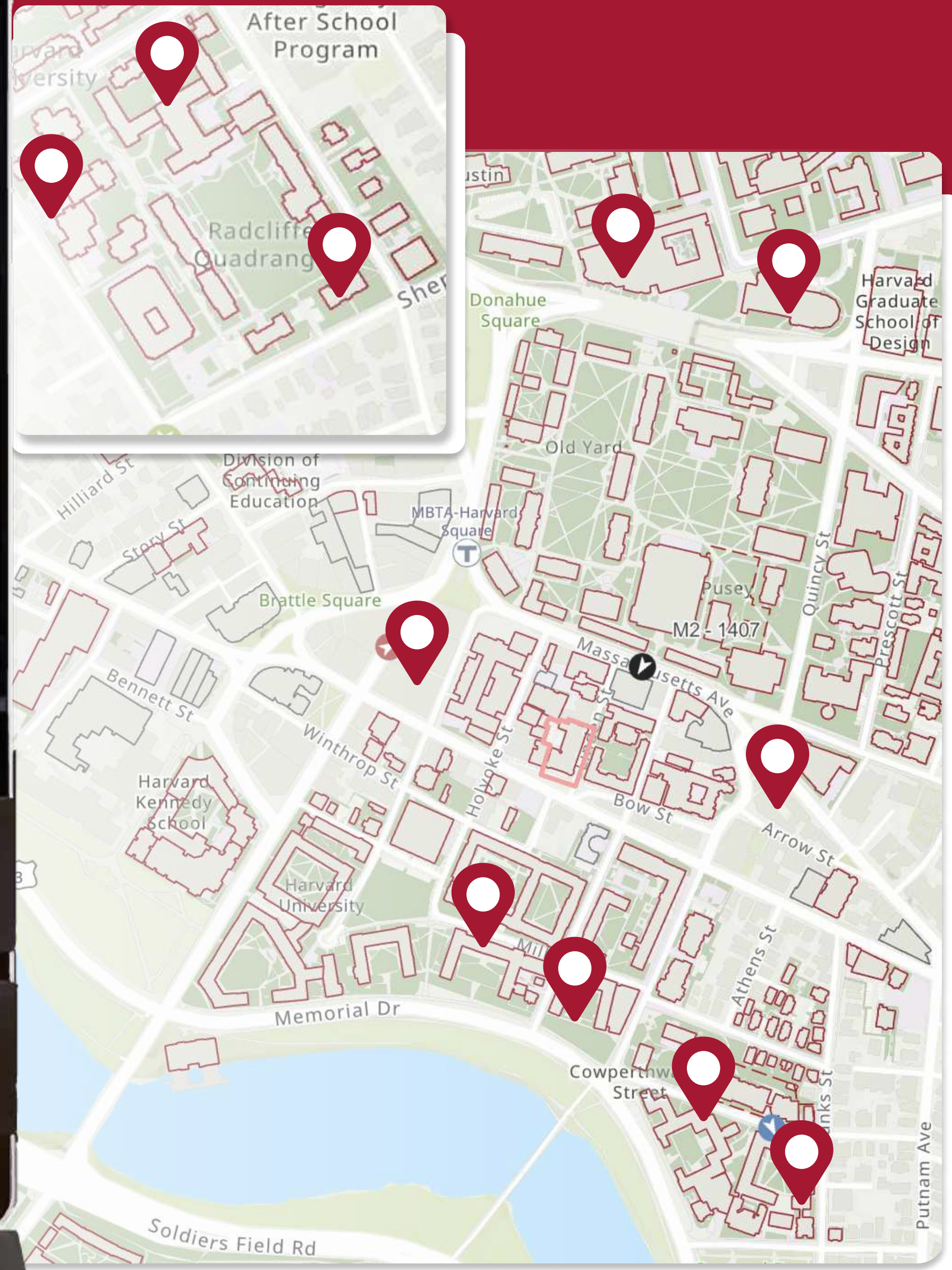
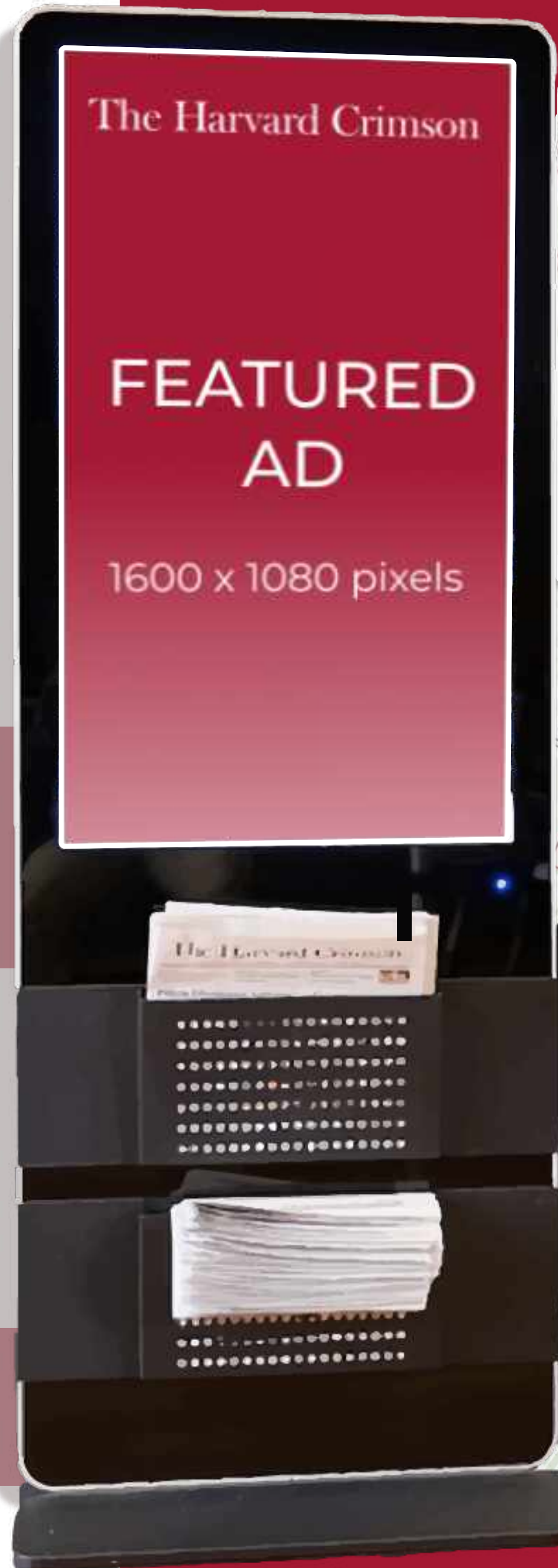
80%
VIEWER RECALL RATES

11 HIGH-TRAFFIC LOCATIONS
ACROSS CAMPUS

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

43" LCD Screen
(1920 x 1080 HD
photos, graphics,
video)

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



CONFERENCE SPONSORSHIPS

The Crimson holds two conferences each year to train and motivate aspiring high school journalists around the country.

The **Crimson Journalism Summit** is a two-day conference that is designed to elevate high school students' journalistic writing skills.

The **Summer Journalism Academy** is a ten-day program exploring how to run a newspaper.

In addition, the Crimson holds the **Global Essay Competition**, which is a two month international writing competition with over 2,500 registrants in 2021.

Sponsors have the opportunity to get unique, high-visibility brand exposure by connecting with motivated high school students through creative targeted sponsorship packages.



The Harvard Crimson
GLOBAL PROGRAMS

SPONSORSHIP TIERS

GOLD

- Sponsor logo on Crimson website, emails, conference outreach to 5000+ contacts worldwide
- Sponsor logo on all in-conference content
- Sponsor-dedicated promotional video played at conference
- Sponsor-dedicated promotional email sent to entire outreach list
- Scholarship fund and end-of-conference award named after sponsor



SILVER

- Sponsor logo on Crimson website, emails, conference outreach to 5000+ contacts worldwide
- Sponsor logo advertised on all in-conference content
- Promotional video played at conference



BRONZE

- Sponsor logo on Crimson website, emails, conference outreach to 5000+ contacts worldwide



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.**

SPRING

SPRING REGISTRATION **JAN**

Distributed to students on their first day back from winter recess.

GUIDE TO SUMMER OPPORTUNITIES **FEB**

Informs students of summer internships, jobs, and programs.

ADMITTED STUDENTS WEEKEND **APR**

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

COMMENCEMENT **MAY**

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

FALL

MY FIRST YEAR **AUG**

This annual freshman issue is distributed on move-in day as the new class and parents arrive on campus.

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.

GUIDE TO PLANNING YOUR SUMMER **DEC**

Informs students of summer internships, jobs, and programs.

*Note: Some special releases may not be published currently due to COVID-19

PUBLICATION SCHEDULE

— 2021 Calendar Year —



*Note: Publication dates for Fall 2021 are not yet confirmed

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.

Print Ad Unit	Dimensions	Color Space
Full Page	11.5" x 20.5"	CMYK
Half Page	11.5" x 10.25"	CMYK
Quarter Page	5.75" x 10.25"	CMYK
Eighth Page	5.75" x 5.125"	CMYK
1" Banner	11.5" x 1"	CMYK
2" Banner	11.5" x 2"	CMYK
Inserts	< 12" x 12"	CMYK

Online Ad Unit	Dimensions	Color Space
Interstitial	600 x 500 pixels	RGB
Leaderboard	728 x 90 pixels	RGB
Primary	300 x 600 pixels	RGB
Box	300 x 250 pixels	RGB

Newsletter Ad Unit	Dimensions	Color Space
Newsletter	970 x 250 pixels	RGB

Digital Newsrack Ad	Dimensions	Color Space
Digital Newsrack	1600 x 1080 pixels	RGB

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

***All print ads will be printed in color.*



CONTACT US



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