



The Harvard Crimson  
Business Board

ADVERTISING  
MEDIA KIT  
2024



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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 online every morning, Monday through Friday, with the exception of federal and Harvard University holidays. Physical newsprint is distributed weekly on Friday.

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**

**\$500K** INDEPENDENT  
OPERATING BUDGET

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**300+** ACTIVE STAFF  
MEMBERS

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**20** DISTRIBUTION LOCATIONS  
ON CAMPUS & IN CAMBRIDGE

**30,000+**

HARVARD UNDERGRADUATES,  
GRADUATES, & FACULTY  
TO PROMOTE YOUR BRAND TO

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**1.4M**

ONLINE PAGE VIEWS  
PER MONTH

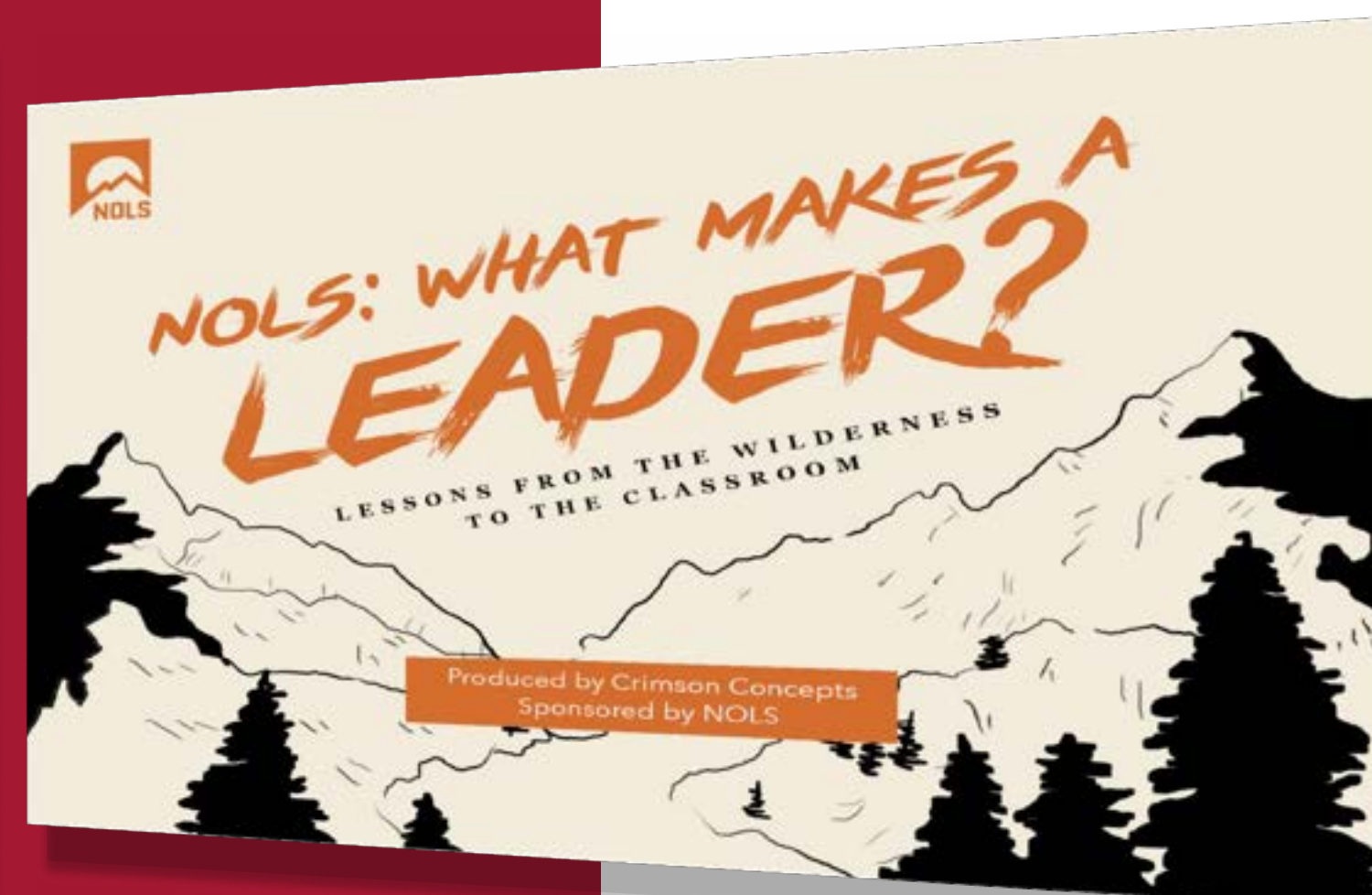
# SPONSORED CONTENT

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

Hosted on [thecrimson.com/sponsored](https://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 **19k users**



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

# EMAIL NEWSLETTERS

Breaking News | Campus Events | Local Headlines

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.

## DAILY (MON-FRI)

## WEEKEND (SAT)

The Daily Briefing & Harvard Today

**22,000**  
subscribers

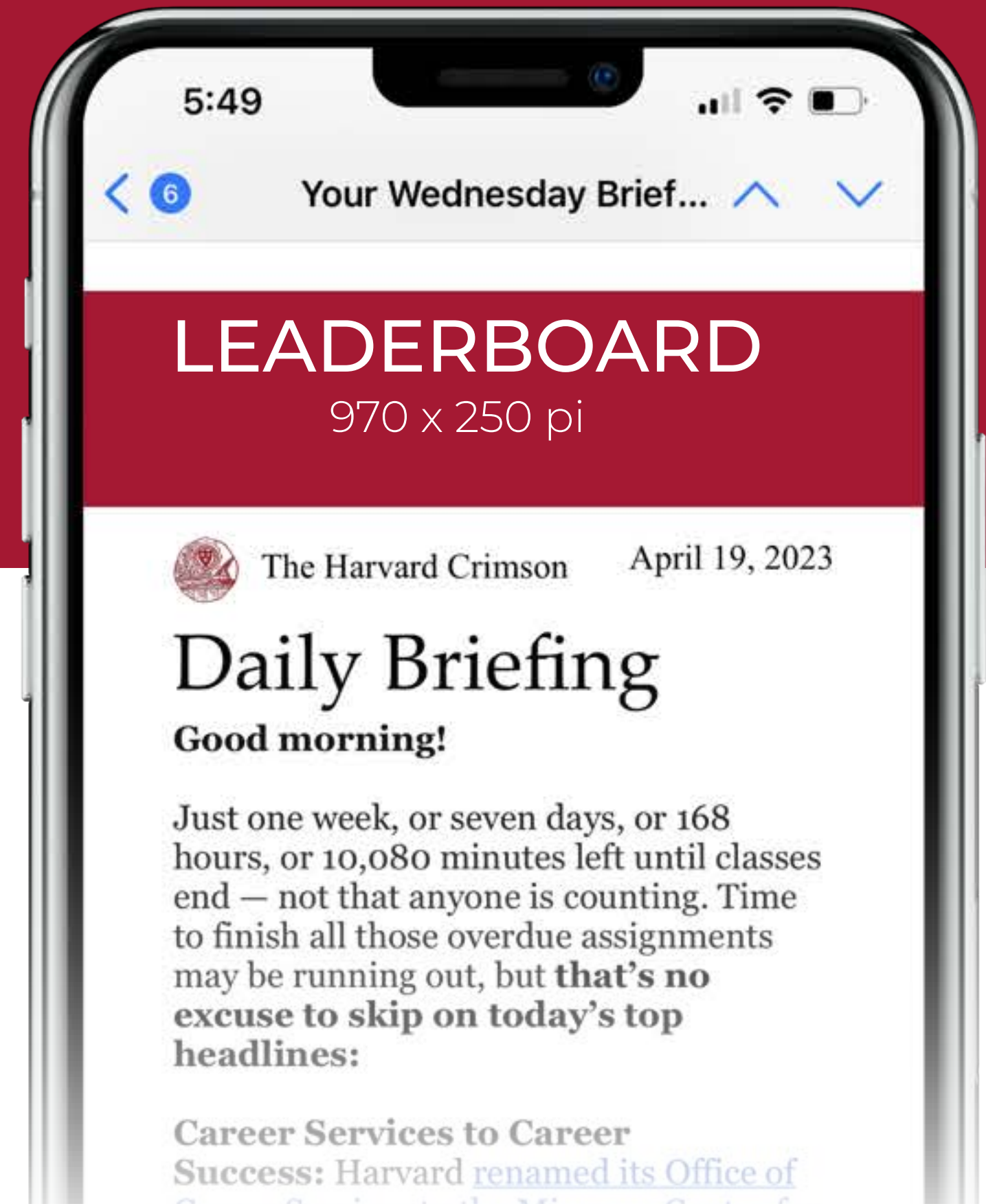
**40%**  
open rate

Parent & Alumni Newsletter

**12,000**  
subscribers

**30%**  
open rate

**3.6x** higher click-through rate than industry average



# 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](http://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.

Request a quote for an **online takeover** to **book out all online advertising capacity** for a period of time.

**1,400,000**

page views

**1,300,000**

unique readers

EVERY  
MONTH



**1,400,000**  
page views  
**1,300,000**  
unique readers

EVERY  
MONTH



# PRINT

## EIGHTH

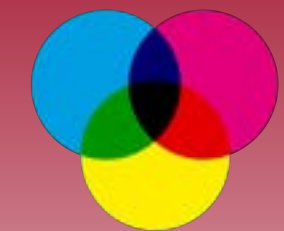
## HALF

## QUARTER

## FULL

The Harvard Crimson

FEATURED AD



BACK PAGE  
FULL COLOR

The Harvard Crimson

FEATURED ADS

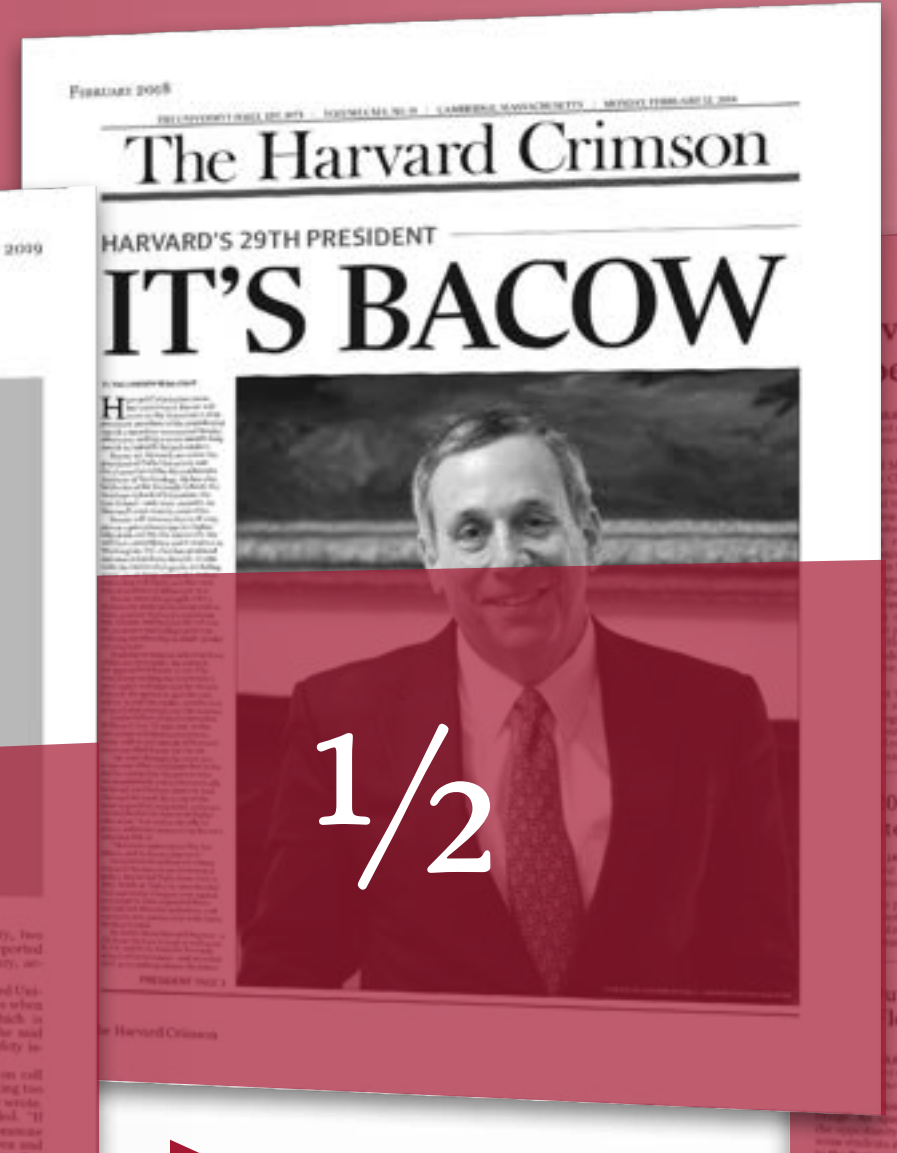
FULL ISSUE AD  
TAKEOVER



5.75" x 5.125"



5.75" x 10.25"



11.5" x 10.25"



11.5" x 20.5"

Request a quote to fill all ad space in an edition of your choice with a **print buy out** to share a dynamic narrative with the Harvard community.

The **weekly 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**.

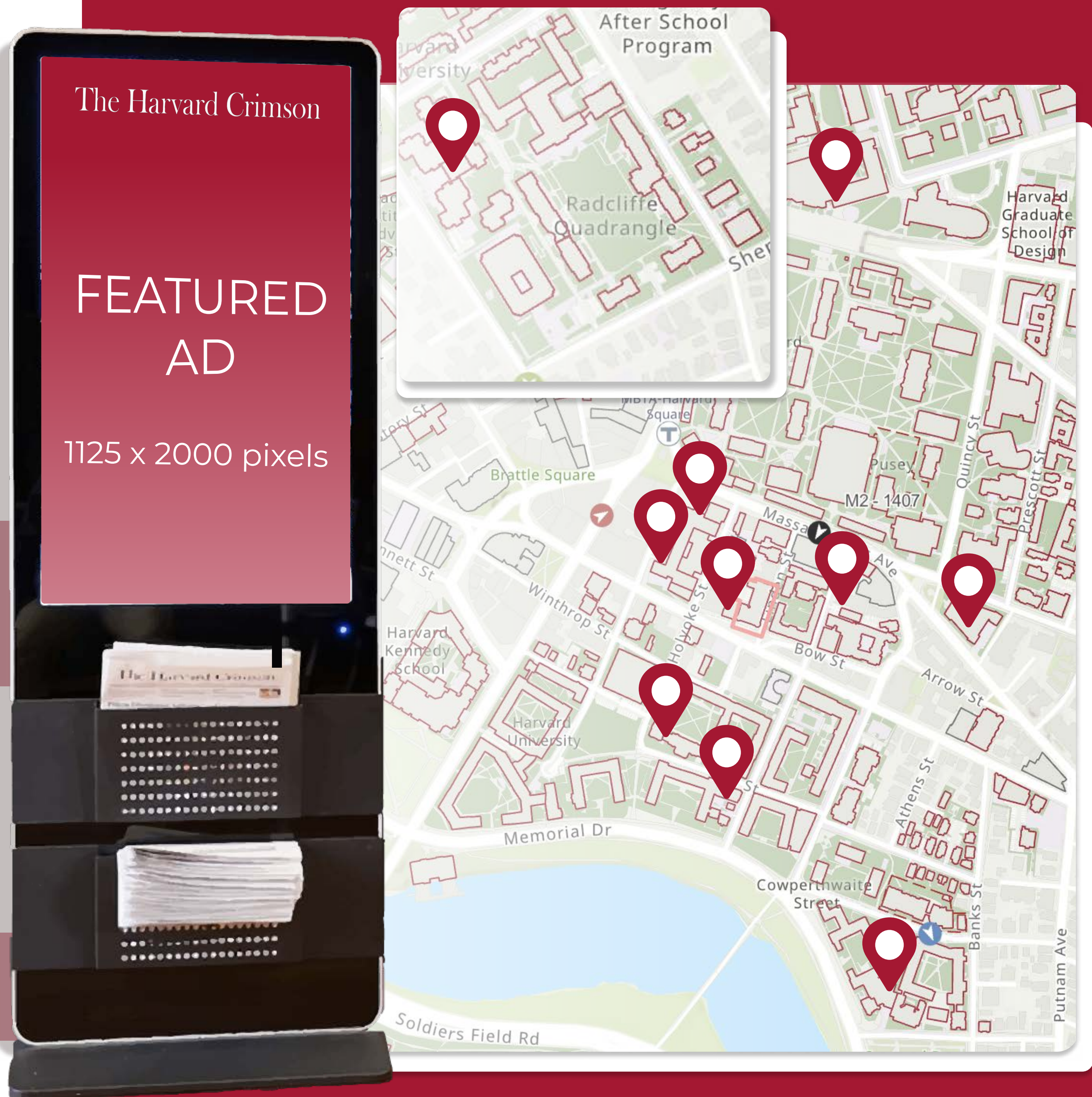
## 80% VIEWER RECALL RATES

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

## 10 HIGH-TRAFFIC LOCATIONS ACROSS CAMPUS

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

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



The Harvard Crimson  
FEATURED  
AD  
1125 x 2000 pixels

# 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

### CRIMSON RECRUITING GUIDE **MAR**

A special print edition **hand-delivered** to every Harvard student's dorm highlighting top recruiting and summer opportunities.

### 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.

### REUNION ISSUES **MAY**

The Crimson commemorates Harvard's 25th and 50th year reunions with two high-visibility issues distributed to thousands of alumni returning to Cambridge.

## 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



# 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.

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

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

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

Digital Newsrack Ad	Dimensions	Color Space
Digital Newsrack	1125 x 2000 pixels	RGB

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

## SOCIAL MEDIA

Platform	Dimensions	Color Space
Facebook	1200 x 628 pi	RGB
Twitter	800 x 418 pi 800 x 800 pi	RGB
Instagram	1080 x 1080 pi 1080 x 1920 pi	RGB



# The Harvard Crimson

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[ads@thecrimson.com](mailto:ads@thecrimson.com)

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