TABLE OF CONTENTS

1  About Us
2  By the Numbers
3  Sponsored Articles
4  Social Media Campaigns
5  Email Newsletter
6  Online
7 - 8  Print & Digital News Displays
9  Conference Sponsorships
10  Special Publications
11  Publication Schedule
12  Formatting Specifications
13  Contact 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](http://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.
SPONSORED CONTENT

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

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

Hosted on thecrimson.com/sponsored indefinitely, and are usually paired with Sponsored Facebook Posts for increased outreach.
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. AND OVER IMPRESSIONS MADE ON AVERAGE ON SPONSORED POSTS

**4K**

- **Instagram Story**
  - 1080 x 1920 pi

- **Instagram Post**
  - 1080 x 1080 pi

- **Facebook Post**
  - 1200 x 628 pi

*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**
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.
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
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.

---

**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
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 undergraduates 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

- Publishing (red date)
- Not publishing (black dash)
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.

<table>
<thead>
<tr>
<th>Print Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>11.5&quot; x 20.5&quot;</td>
<td>CMYK</td>
</tr>
<tr>
<td>Half Page</td>
<td>11.5&quot; x 10.25&quot;</td>
<td>CMYK</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>5.75&quot; x 10.25&quot;</td>
<td>CMYK</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>5.75&quot; x 5.125&quot;</td>
<td>CMYK</td>
</tr>
<tr>
<td>1&quot; Banner</td>
<td>11.5&quot; x 1&quot;</td>
<td>CMYK</td>
</tr>
<tr>
<td>2&quot; Banner</td>
<td>11.5&quot; x 2&quot;</td>
<td>CMYK</td>
</tr>
<tr>
<td>Inserts</td>
<td>&lt; 12&quot; x 12&quot;</td>
<td>CMYK</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Online Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial</td>
<td>600 x 500 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Primary</td>
<td>300 x 600 pixels</td>
<td>RGB</td>
</tr>
<tr>
<td>Box</td>
<td>300 x 250 pixels</td>
<td>RGB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newsletter Ad Unit</th>
<th>Dimensions</th>
<th>Color Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter</td>
<td>970 x 250 pixels</td>
<td>RGB</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Newsrack Ad</th>
<th>Dimensions</th>
<th>Color Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Newsrack</td>
<td>1600 x 1080 pixels</td>
<td>RGB</td>
</tr>
</tbody>
</table>

*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

14 Plympton Street
Cambridge, MA 02138
(617) 576-6600
www.thecrimson.com
ads@thecrimson.com

Melissa Du
Business Manager

Ashley Chou
Joey Hsia
Nick Lauer
Advertising Managers