

HARVARD

MAGAZINE

Digital Media RATES

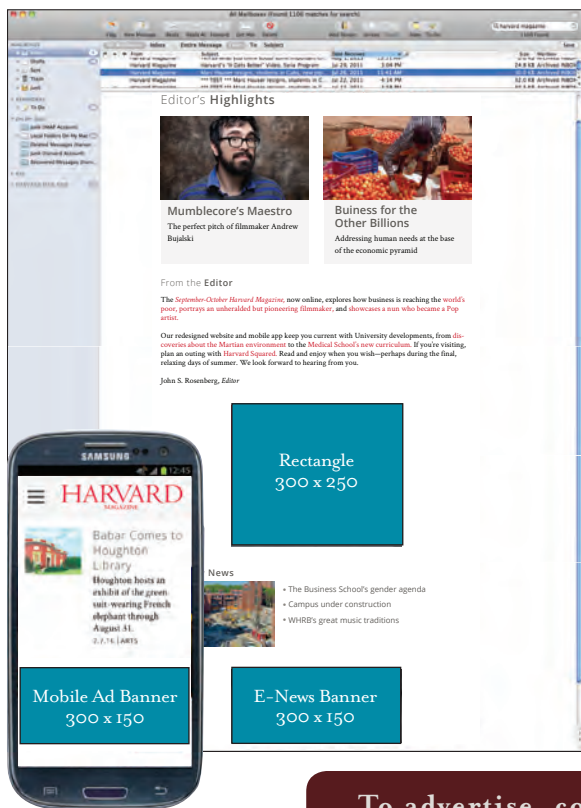


Harvardmagazine.com is THE alumni connection to Harvard on the web, averaging **over 243,000 page views** and **over 148,000 users** each month. Visitors to the site are well-educated, highly affluent, and among the most influential in their community.

Web Display Advertising Rates

Ad Unit	Position	CPM	Page Views	Position	CPM	Page Views
Leaderboard (728 x 90)	ROS*	\$25		Targeted**	\$35	
Med Rectangle (300 x 250)	ROS*	\$30		Targeted**	\$40	
Half Page (300x600)	ROS*	\$40		Targeted**	\$50	
Mobile Ad (300x150)	ROS***	\$40		Mobile TAKEOVER*	<i>inquire about availability</i>	
Expanding (975 x 30 - Billboard 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. * Takeover of all ad spots for limited time on mobile site



Harvard Magazine E-Newsletters reach Harvard alumni, faculty, staff and friends directly in their in-boxes. Our monthly newsletters are delivered to 250,000+ and have an **average open rate of more than 31%**.

Our weekly newsletters reach an audience of 20,000+ (*and growing!*) and have an **average open rate of more than 30%**.

Targeted Monthly E-Newsletter Advertising Rates

Ad Unit	National (205,000)	International (45,500)
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	Print advertiser rate	Weekly (20,000+)
E-News Rectangle (300 x 250)		\$350
E-News Rectangle (300 x 250)	Digital only rate	\$500

To advertise, contact Robert Fitta at 617-496-6631 or bob_fitta@harvard.edu

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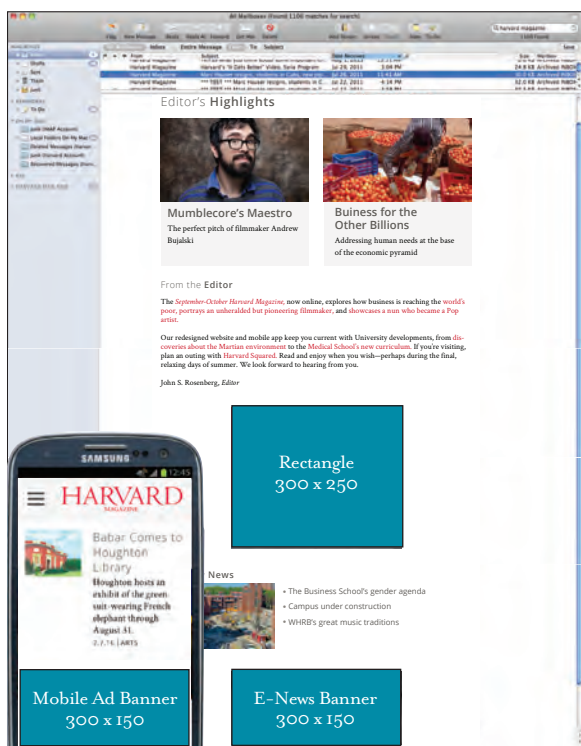
Digital Media SPECS



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)
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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)
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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.

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