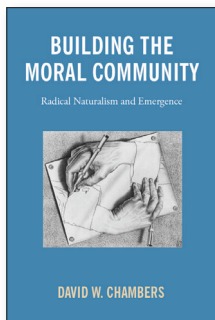


HARVARD

MAGAZINE

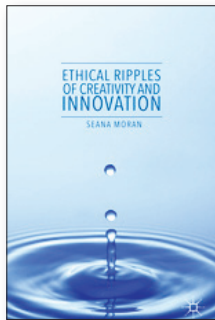
Harvard Authors' Bookshelf HOLIDAY READING LIST



ARE YOU A HARVARD ALUM, FACULTY, OR STAFF AUTHOR? Promote your book to the Harvard audience in time for the holidays. The November–December 2018 edition of *Harvard Magazine* will feature the **Harvard Authors' Bookshelf–Holiday Reading List**. This special advertising section will reach 258,000 Harvard alumni, faculty, and staff and will appear adjacent to the Montage section of the magazine.

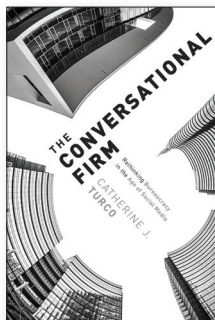
ADVERTISING PACKAGE INCLUDES:

- A full color photo of your book jacket
- 8 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 required for 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 guidance (attached).**



Your ad will appear in both the print and the online edition of *Harvard Magazine*. The Harvard Authors' Bookshelf section will also be promoted in our Editor's Highlights e-newsletter as well as in 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–Holiday Reading List** is: **SEPTEMBER 14, 2018**

**You must be a Harvard alum, faculty, or staff author to participate in the Harvard Authors' Bookshelf–Holiday Reading list. Your class year/Harvard affiliation will be vetted.*

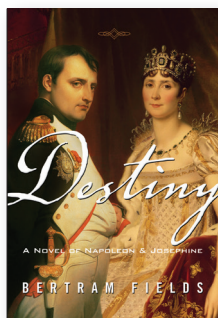
To advertise, contact Gretchen Bostrom at 617-496-6686 or classifieds@harvard.edu

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Harvard Authors' Bookshelf SAMPLE ADS

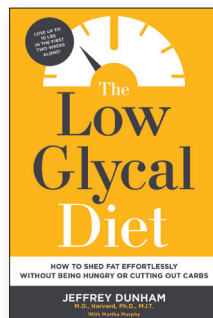
A.



**Destiny: A Novel Of
Napoleon & Josephine
Bertram Fields, J.D. '52**

Fearing by the crown heads of Europe, the brilliant Corsican rose from general to Emperor and found himself desperately in love with a beautiful Creole woman. Available on Amazon.

B.

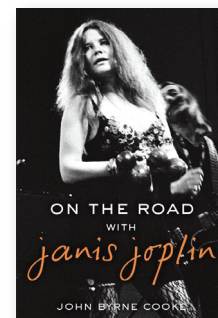


**The Low Glycal Diet:
How to Shed Fat Effortlessly
Without Being Hungry or
Cutting Out Carbs**

**Jeffrey S. Dunham, M.D. '83, Ph.D.
with Martha Murphy**

Improves on diet trends. Lose 10 pounds in the first 2 weeks!

C.



**On the Road With Janis Joplin
John Byrne Cooke '62**

As road manager and filmmaker, he helped run the Janis Joplin show—and record it for posterity. Now he reveals the never-before-told story of his years with the young woman from Port Arthur, the first female rock superstar.

A: Typical layout - with 2-line title, 1 line for author's name, 5 lines text (40 words total)

B: Heavy title layout - 4-line title, 2 lines for authors' names, 2 line text (35 words total)

C: Heavy text layout - 1-line title, 1 line for author's name, 6 lines of text (50 words total)

► WHY DON'T WE HAVE A SET CHARACTER COUNT?

Authors' Bookshelf ads are not the same as text ads with a set number of characters—they are display ads that are individually designed to fit attractively into 8 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 2⁵/₈ x 1⁵/₈ inches.

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