

ads@harvardpress.net
Phone: 978.456.3700 • Fax: 978.428.0221
PO Box 1, Harvard, MA 01451-0284

Display Advertising

- Page size: 11 inches by 17 inches (tabloid), Image area: 10 inches x 16 inches
- Five columns per page
- Column widths: 1 column = 1.867"; 2 columns = 3.9"; 3 columns = 5.933"; 4 columns = 7.967"; 5 columns = 10"
- 80 column-inches per page
- Never more than 40% ads
- Usually delivered by USPS on Thursday, occasionally on Friday
- Black and white, no color
- Cannot guarantee placement; all placements run of press
- For ads or graphics submitted electronically, file formats may be indd, ai, psd, eps, tif, pdf, jpg, or png. Resolution should be 150 dpi or better.
- Ad submission deadline: 12 noon Monday (earlier appreciated)
- The Press will email a proof for approval. Final revisions to proofs needed by 12 noon Tuesday.

Please note: The Press is not liable for any errors in advertisements beyond the actual cost of the space occupied by the ad. Notification of error must be made within one week of publication. Reproduction rights in ads are the property of the Harvard Press and may include copyrighted ad service.

Basic Rate for Display Ads – \$10 per column-inch

DISPLAY ADS – SELECTED COMMON SIZES			
Size	Cost Per Week	6 Weeks Prepaid (10% discount)	"Baker's Dozen" Invoiced Twice (17% discount)
2 col x 2".....	\$40.....	\$216.....	\$432.....
2 col x 3".....	\$60.....	\$324.....	\$648.....
2 col x 4".....	\$80.....	\$432.....	\$864.....
2 col x 5".....	\$100.....	\$540.....	\$1,080.....
3 col x 3".....	\$90.....	\$486.....	\$972.....
3 col x 4".....	\$120.....	\$648.....	\$1,296.....
3 col x 5".....	\$150.....	\$810.....	\$1,620.....
1/4 page.....	\$200.....	\$1,080.....	\$2,160.....
1/2 page.....	\$400.....	\$2,160.....	\$4,320.....
Full page.....	\$775.....	\$4,185.....	\$8,370.....

See the next page for a complete list of all ad sizes.

**NOTE: These costs are for DISPLAY ADS only, based on \$10 per column-inch.
 Costs for public notices are based on \$12 per column-inch.**

- 1 column = 1.867 inches
- 2 columns = 3.9 inches wide
- 3 columns = 5.933 inches wide
- 4 columns = 7.967 inches wide
- 5 columns = 10 inches wide

\$10 per column inch

Size			Basic Price Per Week	Six Ads Prepaid (10% Discount)	Baker's Dozen - 13 for price of 12 invoiced twice (17% Discount)
Columns Wide	x	Inches High		Total Price	Total Price
1	x	3	\$30.00	\$162.00	\$324.00
1	x	4	\$40.00	\$216.00	\$432.00
1	x	5	\$50.00	\$270.00	\$540.00
1	x	6	\$60.00	\$324.00	\$648.00
1	x	7	\$70.00	\$378.00	\$756.00
1	x	8	\$80.00	\$432.00	\$864.00
1	x	9	\$90.00	\$486.00	\$972.00
1	x	10	\$100.00	\$540.00	\$1,080.00
1	x	11	\$110.00	\$594.00	\$1,188.00
1	x	12	\$120.00	\$648.00	\$1,296.00
2	x	2	\$40.00	\$216.00	\$432.00
2	x	3	\$60.00	\$324.00	\$648.00
2	x	4	\$80.00	\$432.00	\$864.00
2	x	5	\$100.00	\$540.00	\$1,080.00
2	x	6	\$120.00	\$648.00	\$1,296.00
2	x	7	\$140.00	\$756.00	\$1,512.00
2	x	8	\$160.00	\$864.00	\$1,728.00
2	x	9	\$180.00	\$972.00	\$1,944.00
2	x	10	\$200.00	\$1,080.00	\$2,160.00
2	x	11	\$220.00	\$1,188.00	\$2,376.00
2	x	12	\$240.00	\$1,296.00	\$2,592.00
3	x	2	\$60.00	\$324.00	\$648.00
3	x	3	\$90.00	\$486.00	\$972.00
3	x	4	\$120.00	\$648.00	\$1,296.00
3	x	5	\$150.00	\$810.00	\$1,620.00
3	x	6	\$180.00	\$972.00	\$1,944.00
3	x	7	\$210.00	\$1,134.00	\$2,268.00
3	x	8	\$240.00	\$1,296.00	\$2,592.00
3	x	9	\$270.00	\$1,458.00	\$2,916.00
3	x	10	\$300.00	\$1,620.00	\$3,240.00
3	x	11	\$330.00	\$1,782.00	\$3,564.00
3	x	12	\$360.00	\$1,944.00	\$3,888.00
4	x	2	\$80.00	\$432.00	\$864.00
4	x	3	\$120.00	\$648.00	\$1,296.00
4	x	4	\$160.00	\$864.00	\$1,728.00
4	x	5	\$200.00	\$1,080.00	\$2,160.00
4	x	6	\$240.00	\$1,296.00	\$2,592.00
4	x	7	\$280.00	\$1,512.00	\$3,024.00
4	x	8	\$320.00	\$1,728.00	\$3,456.00
4	x	9	\$360.00	\$1,944.00	\$3,888.00
4	x	10	\$400.00	\$2,160.00	\$4,320.00
4	x	11	\$440.00	\$2,376.00	\$4,752.00

quarter page

quarter page

- 1 column = 1.867 inches
- 2 columns = 3.9 inches wide
- 3 columns = 5.933 inches wide
- 4 columns = 7.967 inches wide
- 5 columns = 10 inches wide

\$10 per column inch

Size			Basic Price Per Week	Six Ads Prepaid (10% Discount)	Baker's Dozen - 13 for price of 12 invoiced twice (17% Discount)	
Columns Wide	x	Inches High		Total Price	Total Price	
4	x	12	\$480.00	\$2,592.00	\$5,184.00	
5	x	2	\$100.00	\$540.00	\$1,080.00	
5	x	3	\$150.00	\$810.00	\$1,620.00	
5	x	4	\$200.00	\$1,080.00	\$2,160.00	quarter page
5	x	5	\$250.00	\$1,350.00	\$2,700.00	
5	x	6	\$300.00	\$1,620.00	\$3,240.00	
5	x	7	\$350.00	\$1,890.00	\$3,780.00	half page
5	x	8	\$400.00	\$2,160.00	\$4,320.00	
5	x	9	\$450.00	\$2,430.00	\$4,860.00	
5	x	10	\$500.00	\$2,700.00	\$5,400.00	full page
5	x	11	\$550.00	\$2,970.00	\$5,940.00	
5	x	12	\$600.00	\$3,240.00	\$6,480.00	
5	x	15.5	\$775.00	\$4,185.00	\$8,370.00	

Note: These costs are for display ads only, based on \$10 per column-inch.
 Costs for public notices are based \$12 per column-inch.

Looking to stretch your advertising dollars?

We offer our print advertisers substantial discounts on our website advertising. If you're a regular print advertiser, you can add a web presence for as little as \$25 per month. Your web ad can click through to your own website, or to a full-page (color!) ad that you can supply, or that we design for you.



←
Home page top banner
460 by 50 pixels
\$300 per month

←
Home page
160 by 175 pixels
Upper – \$400 per month
Lower – \$200 per month

- ◆ 75% Discount – any month with three or more print ads
- ◆ 50% Discount – any month with two print ads
- ◆ 25% Discount – any month with one print ad



←
Other pages
160 by 90 pixels
\$100 per month

Month	Unique Visitors	Number of Visits	Page Views
May '07*	598	1,058	23,874
May '08	3,615	6,749	65,442
Dec. '08**	30,136	33,688	155,437
Jan. '09	7,143	10,822	66,409
June '09***	2,512	4,516	27,056
Jan. '10	2,707	4,688	19,382

* www.harvardpress.com launched on May 18, 2007
 ** NYTimesOnline cites Press story about Prius as Generator during power outage
 *** Converted to content management (more information on fewer pages), and changed tracking from host to Google Analytics

Readers tell us they visit our site often to reference our Current Events and Community Calendar pages, or to just catch up on Harvard news. As a result, advertisers who have had trial ads have seen noticeable increase in traffic to their own websites.

In addition to our Home page, News page, and Features page, the most frequently accessed pages include Opinions, Police Log, Sports, and Photos.

THE HARVARD PRESS



Advertising Specials

Choose from these great advertising values!



Series of 7 ads for the price of 6, with 10% discount for prepayment

To run consecutively. Copy can change, with changes due each week by noon Tuesday. Includes a complimentary 7-week web ad, an additional \$50 value.



“Baker’s Dozen”

*13 ads for the price of 12, with 10% discount for prepayment. This is essentially two series of 6 with an additional bonus ad, for an effective **17% discount**. Payment is initially required for the first 6 ads; after they have run, we’ll send a second invoice.*



Series of 6 ads, with 10% discount for prepayment

Can be run on any schedule, not necessarily consecutive. Place one or two ads to start, and schedule the remainder at any time you choose. Just let us know by noon on Tuesday each week if the ad is in or not, and if copy (also due on Tuesday) is different. At the end of this series, you have the option to convert to a “Baker’s Dozen.”

Contact the Press today to take advantage of one of these specials!

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Town of Harvard Demographics*

Population

Total population	5,981	% of total
Male	3,319	55.5%
Female	2,662	44.5%
Under 18.....	1,590	26.6%
18+	4,391	73.4%
65+	457	7.6%
Median age.....	40.6	years
Households.....	1,817	
Average household size.....	2.86	
Average family size.....	3.18	

Income

Median household income	\$107,934
Median income per family	\$119,352

Education

Education level of population \geq 25 years old	
Bachelor's degree.....	29.1%
Master's degree	24.7%
Professional degree	4.1%
Doctorate degree	7.2%
Total Bachelor's degree or higher.....	65.1%

Housing

Harvard mortgage statistics	% of total
Homes with no mortgage	23%
Homes with a mortgage	77%
Median year home built	1973
Home Heating	
Oil heat.....	87%
Electric heat.....	6%
Utility co.gas heat.....	4%
Bottled/tank gas heat.....	1%
Wood heat.....	2%

Transportation

88% of workers drive to work	
Mean travel time to work.....	32 minutes

*Source: 2000 census data from U.S. Census Bureau

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Advertiser Information

Company or professional name: _____

Billing address: _____

City: _____ State: _____ Zip code: _____

Contact name: _____

Second contact name: _____

Phone: _____ Fax: _____

Cell phone: _____

Email address: _____

Classification:

- Real estate Home improvement Lawn/garden Banking/financial/insurance
- Gifts/retail Auto Clothing Groceries/markets
- Pets Health/beauty Restaurants Clubs/organizations
- Physicians Dentists Attorneys Accountants
- Other (specify): _____

Preferred method of payment: Check Cash Visa MasterCard

Credit card number: _____

Expiration: Month: _____ Year: _____ 3-Digit verification code: _____

Cardholder name: _____

Cardholder address: _____

Ad agency used: _____ Phone: _____

Address: _____

Ad proofs required? Yes No If YES, method: Email Fax

Other information: _____

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AD SPECS

Advertiser: _____

Ad size: _____ columns by _____ inches Number of weeks: _____ consecutive non-consecutive

Issue date(s) (all dates if not consecutive): _____

Total price: _____ Prepaid Send bill

If prepaid: Payment method: Check Cash Visa MasterCard

If credit card detail is not on file, Advertiser Information form must be updated.

Cardholder signature: _____ Date: _____

AD COPY

- Repeat ad from issue of ____ / ____ / ____.
- New copy is attached. New copy is described below.
- New copy will be faxed or emailed on ____ / ____ / ____.
- Other arrangements: _____
- Proof not required. Proof required.
If proof required,
 Email to _____ Fax to _____

INSTRUCTIONS:

Authorization signatures:

Advertiser contact: _____ Date: _____

Harvard Press rep: _____ Date: _____