

**ads@harvardpress.net**  
**978.456.3700**  
**PO Box 1, Harvard, MA 01451**

## 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
- Delivered by USPS, usually on Friday to Harvard and Still River; on Saturday to Ayer, Bolton, and Devens
- 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	Size	Cost Per Week
2 col x 2" .....	\$40	3 col x 4" .....	\$120
2 col x 3" .....	\$60	3 col x 5" .....	\$150
2 col x 4" .....	\$80	1/4 page.....	\$200
2 col x 5" .....	\$100	1/2 page.....	\$400
3 col x 3" .....	\$90	Full page.....	\$775
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.**

## ADVERTISING RATES

### \$10 per column-inch

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

If purchasing 6 ads, advertiser may opt to pay invoice within 10 days and take 10% discount.

Size			Price Per Week	6 Ads, Any Schedule	
Columns Wide	x	Inches High		Total Price	*With 10% Discount
1	x	3	\$30.00	\$180.00	\$162.00
1	x	4	\$40.00	\$240.00	\$216.00
1	x	5	\$50.00	\$300.00	\$270.00
1	x	6	\$60.00	\$360.00	\$324.00
1	x	7	\$70.00	\$420.00	\$378.00
1	x	8	\$80.00	\$480.00	\$432.00
1	x	9	\$90.00	\$540.00	\$486.00
1	x	10	\$100.00	\$600.00	\$540.00
1	x	11	\$110.00	\$660.00	\$594.00
1	x	12	\$120.00	\$720.00	\$648.00
2	x	2	\$40.00	\$240.00	\$216.00
2	x	3	\$60.00	\$360.00	\$324.00
2	x	4	\$80.00	\$480.00	\$432.00
2	x	5	\$100.00	\$600.00	\$540.00
2	x	6	\$120.00	\$720.00	\$648.00
2	x	7	\$140.00	\$840.00	\$756.00
2	x	8	\$160.00	\$960.00	\$864.00
2	x	9	\$180.00	\$1,080.00	\$972.00
2	x	10	\$200.00	\$1,200.00	\$1,080.00
2	x	11	\$220.00	\$1,320.00	\$1,188.00
2	x	12	\$240.00	\$1,440.00	\$1,296.00
3	x	2	\$60.00	\$360.00	\$324.00
3	x	3	\$90.00	\$540.00	\$486.00
3	x	4	\$120.00	\$720.00	\$648.00
3	x	5	\$150.00	\$900.00	\$810.00
3	x	6	\$180.00	\$1,080.00	\$972.00
3	x	7	\$210.00	\$1,260.00	\$1,134.00
3	x	8	\$240.00	\$1,440.00	\$1,296.00

Size			Price Per Week	6 Ads, Any Schedule	
Columns Wide	x	Inches High		Total Price	*With 10% Discount
3	x	9	\$270.00	\$1,620.00	\$1,458.00
3	x	10	\$300.00	\$1,800.00	\$1,620.00
3	x	11	\$330.00	\$1,980.00	\$1,782.00
3	x	12	\$360.00	\$2,160.00	\$1,944.00
4	x	2	\$80.00	\$480.00	\$432.00
4	x	3	\$120.00	\$720.00	\$648.00
4	x	4	\$160.00	\$960.00	\$864.00
4	x	5	\$200.00	\$1,200.00	\$1,080.00
4	x	6	\$240.00	\$1,440.00	\$1,296.00
4	x	7	\$280.00	\$1,680.00	\$1,512.00
4	x	8	\$320.00	\$1,920.00	\$1,728.00
4	x	9	\$360.00	\$2,160.00	\$1,944.00
4	x	10	\$400.00	\$2,400.00	\$2,160.00
4	x	11	\$440.00	\$2,640.00	\$2,376.00
4	x	12	\$480.00	\$2,880.00	\$2,592.00
5	x	2	\$100.00	\$600.00	\$540.00
5	x	3	\$150.00	\$900.00	\$810.00
5	x	4	\$200.00	\$1,200.00	\$1,080.00
5	x	5	\$250.00	\$1,500.00	\$1,350.00
5	x	6	\$300.00	\$1,800.00	\$1,620.00
5	x	7	\$350.00	\$2,100.00	\$1,890.00
5	x	8	\$400.00	\$2,400.00	\$2,160.00
5	x	9	\$450.00	\$2,700.00	\$2,430.00
5	x	10	\$500.00	\$3,000.00	\$2,700.00
5	x	11	\$550.00	\$3,300.00	\$2,970.00
5	x	12	\$600.00	\$3,600.00	\$3,240.00
5	x	15.5	\$775.00	\$4,650.00	\$4,185.00

NOTE: If 6 ads are run in consecutive weeks, there is a complimentary 7th ad.

\* quarter page;    \*\* half page;    \*\*\* full page

THE HARVARD PRESS



## Advertising Specials

Two great values!



Series of 7 ads for the price of 6 run in consecutive weeks, with 10% discount for prepayment. Copy can change, with changes due each week by end-of-day Monday. Includes a complimentary 7-week web ad.



Series of 6 ads, run on any schedule. Place one or two ads to start, and schedule the remainder at any time you choose. Just let us know by end-of-day on Monday each week if the ad is in or not, and if copy (also due on Monday) is different. Advertiser may opt to take a 10% discount if invoice is paid within 10 days.

**Contact the Press today to place your ad!**

**978-456-3700**

**[ads@harvardpress.net](mailto:ads@harvardpress.net)**

## 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.