

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 most weeks; color used occasionally
- 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.
- Deadline for ad submission and ad changes: 5 p.m. Monday (earlier appreciated)
- The Press will email a proof for approval. Final revisions to proofs needed by 10 a.m. 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 legal notices are based on \$12 per column-inch.**

COLOR ADS: There is a surcharge for color ads, based on the size of the ad.
 Minimum surcharge is \$25; maximum is \$100. Call for more information.

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	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	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

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

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


Minimum surcharge for color ads is \$25; maximum is \$100. Call for more info.


THE HARVARD PRESS



Advertising Specials

Two great values!

 Series of 7 ads for the price of 6 run in consecutive weeks. 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