

ads@harvardpress.com

Advertising: 978.615.3199 • Main Office: 978.456.3700 • Fax: 978.274.5605

PO Box 284, Harvard, MA 01451-0284

## Display Advertising Rates

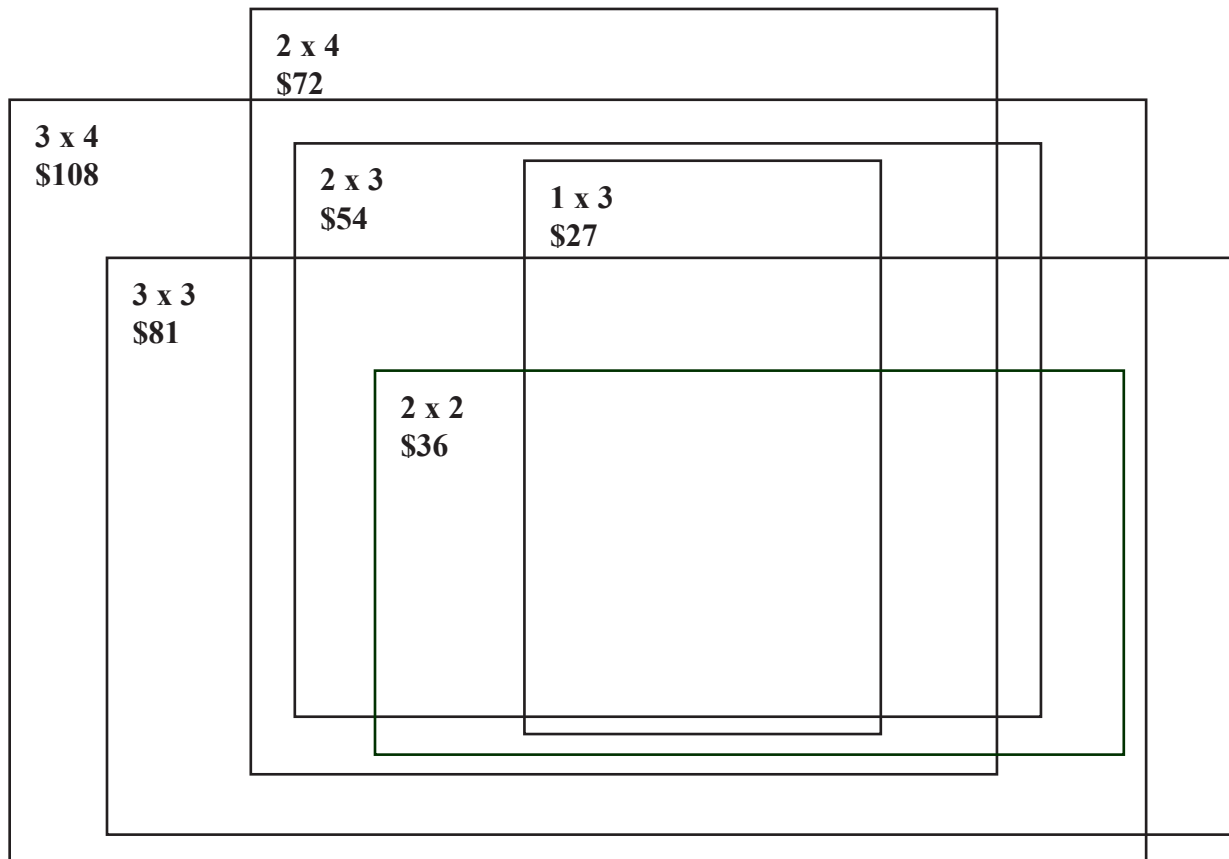
### Basic Rate – \$9 per column-inch

- Page size: Tabloid (11 by 17 inches)
- Image area: 10 inches x 16 inches
- Five columns per page
- Column widths:  
1 column – 1.867"    4 columns – 7.97"  
2 columns – 3.9"    5 columns – 10"
- 3 columns – 5.933 inches
- 80 column-inches per page
- Never more than 45% ads
- Delivered on Fridays
- Black and white
- Cannot guarantee placement
- All rates are run of press
- For ads submitted electronically, these file formats can be used: .indd, ai, psd, .eps, .tif, .pdf, .jpg Please submit ads and graphics at **150 dpi** or greater.

SELECTED SIZES		
Size	Single Ad	6 Ads Prepaid 10% Discount
1 col x 3"	\$ 27	\$ 146
2 col x 2"	\$ 36	\$ 194
2 col x 3"	\$ 54	\$ 292
2 col x 4"	\$ 72	\$ 389
2 col x 5"	\$ 90	\$ 486
3 col x 3"	\$ 81	\$ 437
3 col x 4"	\$108	\$ 583
3 col x 5"	\$135	\$ 729
1/4 page	\$189	\$1,021
1/2 page	\$360	\$1,944
Full page	\$698	\$3,769

- *Ad deadline 12 noon Tuesday*
- Copy changes must also be received by 12 noon Tuesday
- Final revisions to proofs needed by 5 p.m. Tuesday

The *Harvard Press* will email or fax a proof for approval. Requests for changes must be received by 5 p.m. Tuesday or ad will run as is. 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.



# THE HARVARD PRESS Advertising Rates

- 1 column = 1.8667 inches
- 2 columns = 3.9 inches wide
- 3 columns = 5.933 inches wide
- 4 columns = 7.9667 inches wide
- 5 columns = 10 inches wide

**\$9 per column inch**

Size			Basic Price Per Week	Six Ads Prepaid (10% Discount)	Baker's Dozen - 13 for price of 12 (17% Discount)	
Columns Wide	x	Inches High		Total Price	Total Price	1st Invoice
1	x	3	\$27.00	\$146.00	\$292.00	\$146.00
1	x	4	\$36.00	\$194.00	\$388.00	\$194.00
1	x	5	\$45.00	\$243.00	\$486.00	\$243.00
1	x	6	\$54.00	\$292.00	\$584.00	\$292.00
1	x	7	\$63.00	\$340.00	\$680.00	\$340.00
1	x	8	\$72.00	\$389.00	\$778.00	\$389.00
1	x	9	\$81.00	\$437.00	\$874.00	\$437.00
1	x	10	\$90.00	\$486.00	\$972.00	\$486.00
1	x	11	\$99.00	\$535.00	\$1,070.00	\$535.00
1	x	12	\$108.00	\$583.00	\$1,166.00	\$583.00
2	x	2	\$36.00	\$194.00	\$388.00	\$194.00
2	x	3	\$54.00	\$292.00	\$584.00	\$292.00
2	x	4	\$72.00	\$389.00	\$778.00	\$389.00
2	x	5	\$90.00	\$486.00	\$972.00	\$486.00
2	x	6	\$108.00	\$583.00	\$1,166.00	\$583.00
2	x	7	\$126.00	\$680.00	\$1,360.00	\$680.00
2	x	8	\$144.00	\$778.00	\$1,556.00	\$778.00
2	x	9	\$162.00	\$875.00	\$1,750.00	\$875.00
2	x	10	\$180.00	\$972.00	\$1,944.00	\$972.00
2	x	11	\$198.00	\$1,069.00	\$2,138.00	\$1,069.00
2	x	12	\$216.00	\$1,166.00	\$2,332.00	\$1,166.00
3	x	2	\$54.00	\$292.00	\$584.00	\$292.00
3	x	3	\$81.00	\$437.00	\$874.00	\$437.00
3	x	4	\$108.00	\$583.00	\$1,166.00	\$583.00
3	x	5	\$135.00	\$729.00	\$1,458.00	\$729.00
3	x	6	\$162.00	\$875.00	\$1,750.00	\$875.00
3	x	7	\$189.00	\$1,021.00	\$2,042.00	\$1,021.00
3	x	8	\$216.00	\$1,166.00	\$2,332.00	\$1,166.00
3	x	9	\$243.00	\$1,312.00	\$2,624.00	\$1,312.00
3	x	10	\$270.00	\$1,458.00	\$2,916.00	\$1,458.00
3	x	11	\$297.00	\$1,604.00	\$3,208.00	\$1,604.00
3	x	12	\$324.00	\$1,750.00	\$3,500.00	\$1,750.00
4	x	2	\$72.00	\$389.00	\$778.00	\$389.00
4	x	3	\$108.00	\$583.00	\$1,166.00	\$583.00

quarter page

- 1 column = 1.8667 inches
- 2 columns = 3.9 inches wide
- 3 columns = 5.933 inches wide
- 4 columns = 7.9667 inches wide
- 5 columns = 10 inches wide

**\$9 per column inch**

Size			Basic Price Per Week	Six Ads Prepaid (10% Discount)	Baker's Dozen - 13 for price of 12 (17% Discount)	
Columns Wide	x	Inches High		Total Price	Total Price	1st Invoice
4	x	4	\$144.00	\$778.00	\$1,556.00	\$778.00
4	x	5	\$180.00	\$972.00	\$1,944.00	\$972.00
4	x	6	\$216.00	\$1,166.00	\$2,332.00	\$1,166.00
4	x	7	\$252.00	\$1,361.00	\$2,722.00	\$1,361.00
4	x	8	\$288.00	\$1,555.00	\$3,110.00	\$1,555.00
4	x	9	\$324.00	\$1,750.00	\$3,500.00	\$1,750.00
4	x	10	\$360.00	\$1,944.00	\$3,888.00	\$1,944.00
4	x	11	\$396.00	\$2,138.00	\$4,276.00	\$2,138.00
4	x	12	\$432.00	\$2,333.00	\$4,666.00	\$2,333.00
5	x	2	\$90.00	\$486.00	\$972.00	\$486.00
5	x	3	\$135.00	\$729.00	\$1,458.00	\$729.00
5	x	4	\$180.00	\$972.00	\$1,944.00	\$972.00
5	x	5	\$225.00	\$1,215.00	\$2,430.00	\$1,215.00
5	x	6	\$270.00	\$1,458.00	\$2,916.00	\$1,458.00
5	x	7	\$315.00	\$1,701.00	\$3,402.00	\$1,701.00
5	x	8	\$360.00	\$1,944.00	\$3,888.00	\$1,944.00
5	x	9	\$405.00	\$2,187.00	\$4,374.00	\$2,187.00
5	x	10	\$450.00	\$2,430.00	\$4,860.00	\$2,430.00
5	x	11	\$495.00	\$2,673.00	\$5,346.00	\$2,673.00
5	x	12	\$540.00	\$2,916.00	\$5,832.00	\$2,916.00
5	x	15.5	\$698.00	\$3,769.00	\$7,538.00	\$3,769.00

half page

full page

## 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**  
550 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, and parents appreciate ready access to the School Bus Routes and Lunch Menus pages. As a result, advertisers who have had trial ads have seen noticeable increase in traffic to their websites.


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





# Specials at <sup>THE</sup> HARVARD PRESS



**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!**

**978-615-3199**

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



# 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	% of total
Oil heat.....	87%
Electric heat.....	6%
Utility co.gas heat.....	4%
Bottled/tank gas heat.....	1%
Wood heat.....	2%

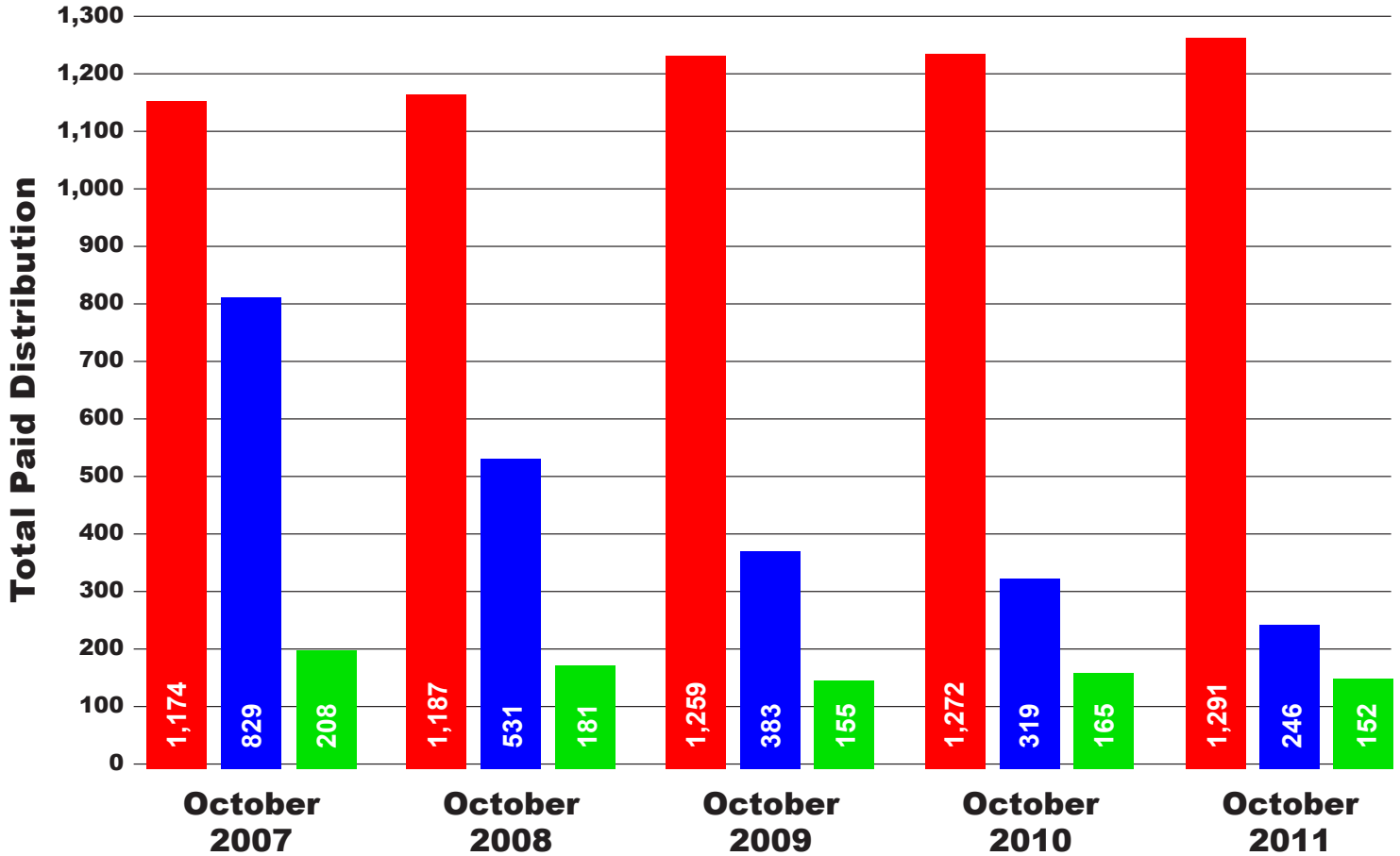
## Transportation

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

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

## 10/1/11 Circulation Comparison\*

Harvard Press vs Harvard Post vs Harvard Hillside



\* Total paid distribution reported on USPS Form 3526, Statement of Ownership, Management, and Circulation, as published in the respective newspapers.

# THE HARVARD PRESS

PO Box 284, Harvard, MA 01451 • 978.456.3700 • Fax 978.274.5605

## New 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    Health/Beauty  
 Gifts    Auto    Clothing    Groceries/Markets    Restaurants  
 Pets    Banking/Financial/Insurance Services    Clubs/Organizations  
 Physicians    Dentists    Attorneys    Accountants    Other Professionals  
 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: \_\_\_\_\_