

HARVARD POLITICAL REVIEW

79 JFK ST., CAMBRIDGE, MA 02138 | ADVERTISE@HPRONLINE.ORG

OVERVIEW

The Harvard Political Review, founded in 1969, is Harvard University's only non-partisan student journal of domestic and international affairs. Among the magazine's alumni are Al Gore, E.J. Dionne, Jr. (Washington Post columnist), Jonathan Alter (Newsweek Senior Editor and columnist), and Jeffrey Sachs (Director of the Columbia Earth Institute).

In recent years, HPR writers have won the National Press Club Award for Outstanding College Political Writing and been

featured in national news by outlets such as the New York Times, Huffington Post, and FOX News.

With a local readership of well over 10,000 students and faculty, and an online following of roughly 30,000 unique visitors each month, the HPR offers significantly lower advertising rates than other on-campus publications. Moreover, our advertising staff works closely with businesses to ensure advertisements reach their target demographic effectively and efficiently.

ADVERTISING ONLINE

E-Newsletter

Advertisement Attributes:

Side-Panel: 160 pixels x 195 pixels \$20

End-Panel: 360 pixels x 200 pixels \$30

Publication Dates:

Bi-weekly; sent over opt-in e-mail list

Website

Advertisement Attributes:

Sidebar: 250 pixels x 250 pixels

2 Weeks: \$50

1 Month: \$85

3 Months: \$230

Leaderboard: 728 pixels x 90 pixels

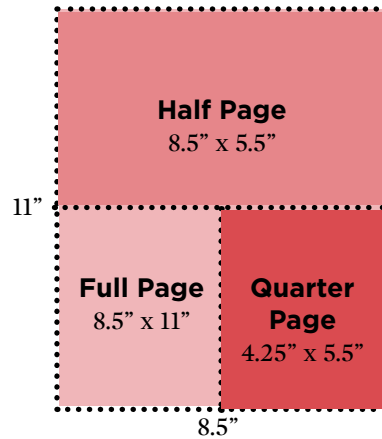
2 Weeks: \$70

1 Month: \$125

3 Months: \$350

Print and Online Package

Buy any Print ad and a 250 x 250 Online ad and get 15% off your combined total.



ADVERTISING IN PRINT

Advertisement Attributes:

Full-Page: 8.5" x 11"

Half-Page: 8.5" x 5.5"

Quarter-Page: 4.25" x 5.5"

Single Issue Contract:

Interior (Color)

Quarter-Page: \$155

Half-Page: \$200

Full-Page: \$300

Multi-Issue Contract:

Interior (Color)

Quarter-Page: \$135

Half-Page: \$170

Full-Page: \$250

Promotions

(1) Two-week website sidebar ad for free with the purchase of any print ad

(1) One month website sidebar ad half-off with the purchase of (1) two-week website sidebar ad

DISTRIBUTION

2000 Issues circulated

READERSHIP

6700 of the brightest undergraduate students

3000 faculty members

3200 graduate students

30000 unique visitors Online per month

SPRING DEADLINE

February 25

SUMMER DEADLINE

March 31

BUYING YOUR AD

Contact **NAJI FILALI**, the Business Manager, at **ADVERTISE@HPRONLINE.ORG**

"The Harvard Political Review has built a rich tradition, promoting informed public debate amongst its readers."

-AL GORE, HPR FOUNDER