



THE HARVARD CRIMSON  
**EDUCATIONAL PARTNERSHIPS**

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# About *The Harvard Crimson*

Founded in 1873, **The Harvard Crimson** is the student publication of Harvard University, with the mission of being the primary source of news and information about Harvard to Harvard affiliates, the nation, and the world.

*We print every day of the academic year, with newspapers delivered to every undergraduate house and major public space, including locations at Harvard Law and Business Schools. Online, [thecrimson.com](http://thecrimson.com) averages 1.2 million page views per month from an international audience, with the majority of our readership distributed among major cities in the United States.*



**80,000+**  
Facebook Subscribers



**40,000+**  
Twitter Followers



**3,000+**  
Instagram Followers

## ONLINE

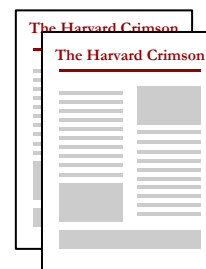


**1,200,000**  
page views  
per month



**600,000**  
unique visitors  
per month

## PRINT



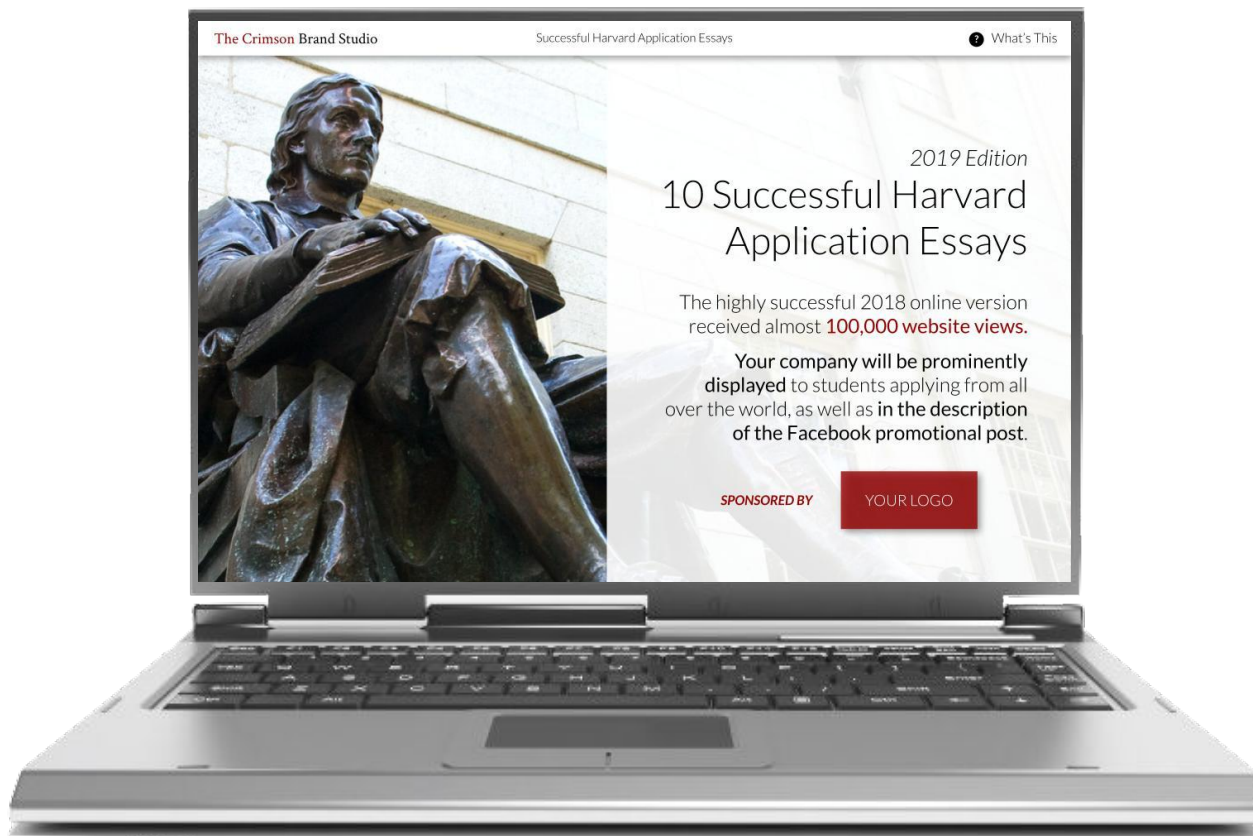
**6,700**  
undergraduate students

**14,500**  
graduate students

**2,400**  
faculty and staff

**23,600** members  
of the Harvard community

# 10 SUCCESSFUL HARVARD APPLICATION ESSAYS



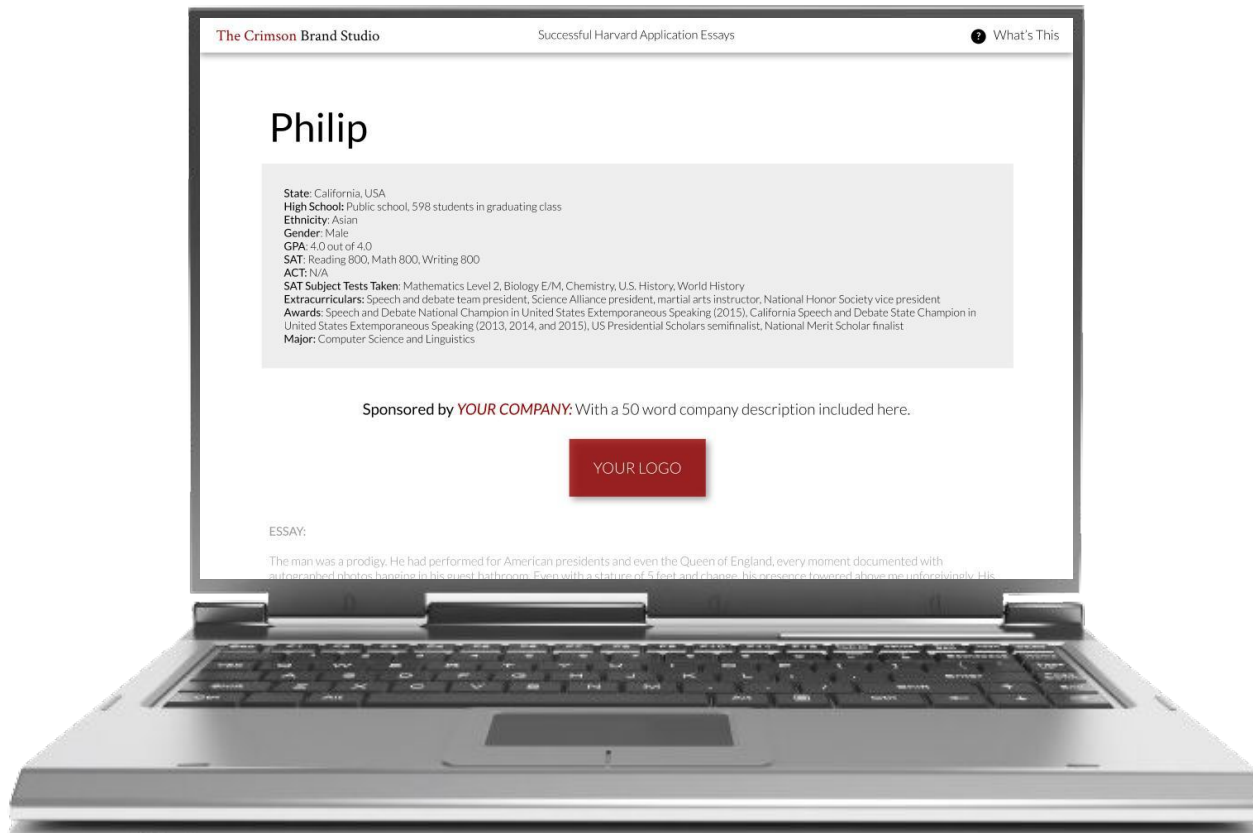
## Title Sponsor

- ✓ Includes **logo** at the top of the article that **links to your website**
- ✓ **Social media campaign** to be run nationwide will prominently feature the title sponsor: *"This article is brought to you by \_\_\_\_\_"*

**Renewing 2020 Title Sponsor**  
(previously 2019, 2018 Title Sponsor)



# 10 SUCCESSFUL HARVARD APPLICATION ESSAYS

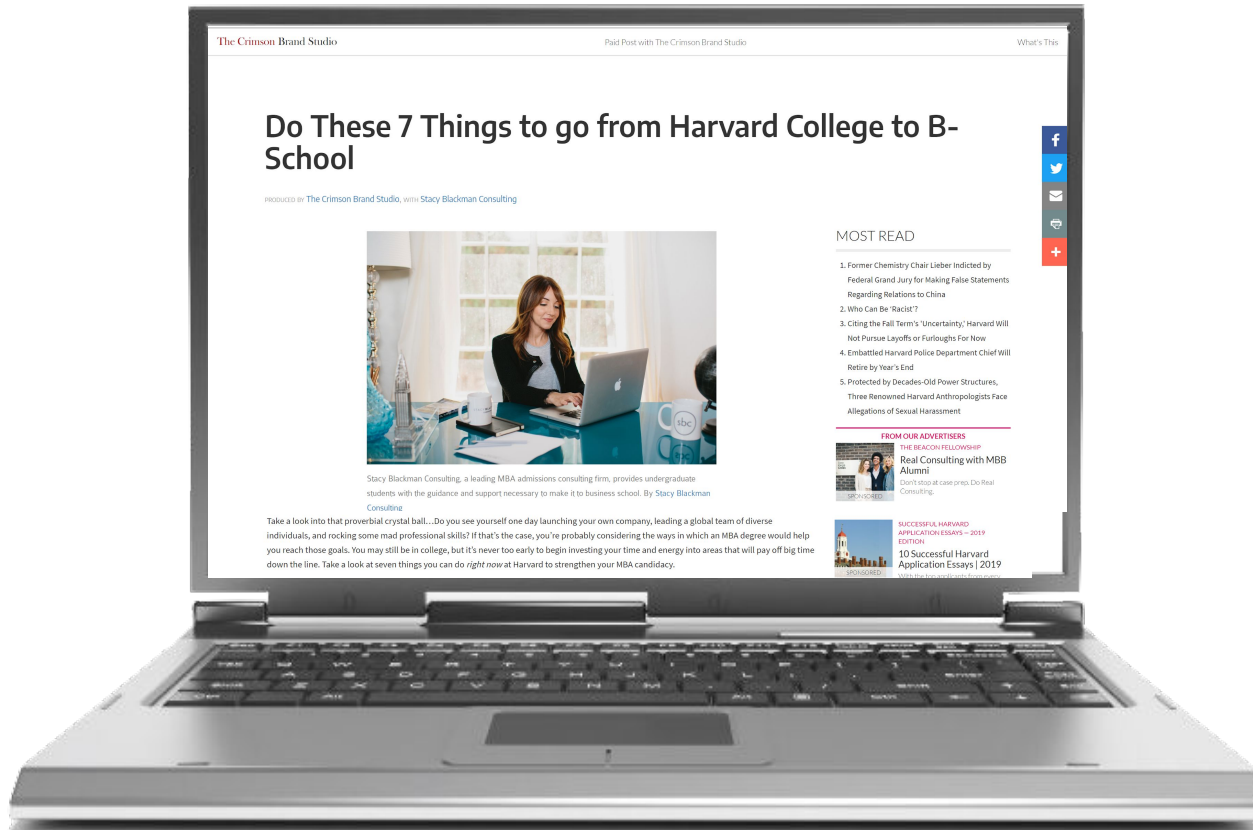


## Single Essay Sponsor

- ✓ Includes logo at the top of one essay
- ✓ Includes 50-word company description
- ✓ Social media campaign to be run nationwide will mention all sponsors.

# GUEST POSTS

*All posts will be labeled "Paid Post."  
Please reach out to our team with questions.*



## Premium Post

- ✓ Work with our editors to produce premium design and article content published on The Crimson's website indefinitely.
- ✓ One social media campaign is included with special demographic targeting available

## Basic Post

- ✓ An article of your creation (subject to review from our editors) published on The Crimson's website
- ✓ One social media campaign is included with special demographic targeting available



# COLLEGE INSIGHTS PROGRAM

Created by some of our most talented and insightful staff, The College Insights Program is conducted via pre-made **online content, live webinars and Q&A sessions** that are hosted by our staff at The Crimson.

Enrolled students will have the unique opportunity of gaining expertise about standardized tests, achieving high grades, college essays and more directly from experienced and successful Harvard students.

- I. **Your Academic Background**
- II. **Your Extracurricular Background**
- III. **Your Personal Aspect**
- IV. **College Application Logistics**
- V. **Telling Your Story**
- VI. **Case Studies of Admitted Students**

*Sponsorship opportunities to gain exposure on the following page*



# COLLEGE INSIGHTS PROGRAM

## TITLE SPONSOR

- ✓ Exclusive home page spotlight for all site visitors
- ✓ Exclusive website pop up to drive students and parents to your website
- ✓ Sponsorship of one online curriculum unit, with top priority for selection of unit
- ✓ A 2-minute introductory video to a unit
- ✓ A guest lesson featured in the unit of your choice
- ✓ Logo featured in website footer

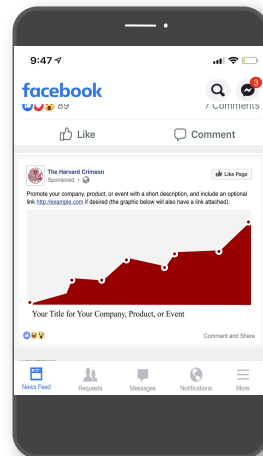
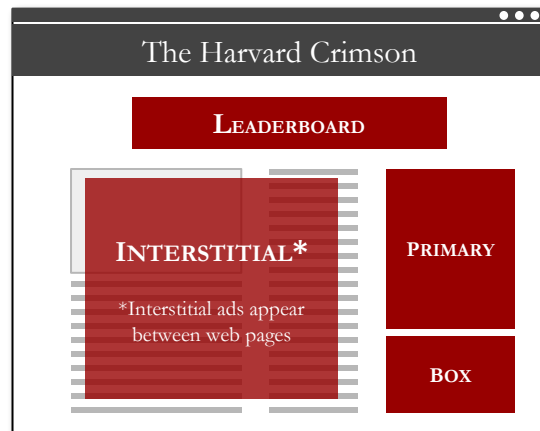
## UNIT SPONSOR

- ✓ Sponsorship of one online curriculum unit
- ✓ A 2-minute introductory video to a unit
- ✓ A guest lesson featured in the unit of your choice
- ✓ Logo featured in website footer

# DIGITAL

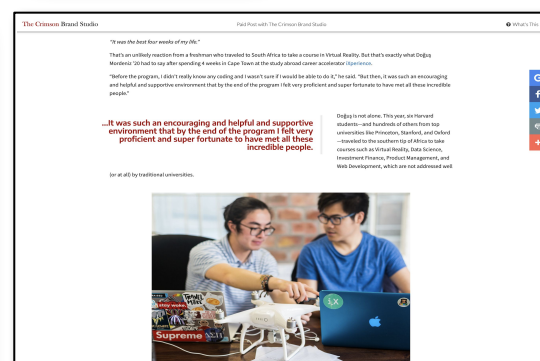
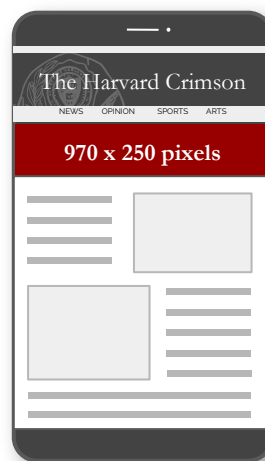
We've also developed a variety of digital tools to better help our partners engage their target audience and our readers.

ONLINE



FACEBOOK

EMAIL NEWSLETTER



CUSTOM ARTICLES

- ✓ undergraduate students
- ✓ graduate students
- ✓ faculty & alumni
- ✓ Cambridge/Boston residents



# PREMIUM MARKETING BUNDLES

*Please contact us about other configurations and other digital marketing options.*

	10 Successful Essays		Guest Posts		Digital Marketing
	Title Sponsor	Essay Sponsor	Premium Post	Basic Post	Facebook Post
<b>Crimson Bundle</b> <i>Recommended for National or Regional Companies</i>	✓		✓		✓
<b>Gold Bundle</b> <i>Recommended for National or Regional Companies</i>	✓			✓	✓
<b>Silver Bundle</b> <i>Recommended for Regional Companies</i>		✓	✓		✓
<b>Bronze Bundle</b> <i>Recommended for Local Companies or Independent Consultants</i>		✓		✓	✓



*For any other information, please reach out to one of the contacts below. We look forward to working with you.*

**14 Plympton St.**  
**Cambridge, MA 02138**  
(617) 576-6600  
[www.thecrimson.com](http://www.thecrimson.com)  
[ads@thecrimson.com](mailto:ads@thecrimson.com)

**Emily M. Lu**  
Business Manager

**Mark L. Xu**  
Summer Business Manager

**Eric D. Hansen**  
**Sam H. Carter**  
Advertising Managers