

# THE UNOFFICIAL GUIDE TO LIFE AT HARVARD

## 2006-07

### Advertising Rate Sheet



#### SPECIAL PLACEMENTS

Back Cover (4 Color Glossy)	\$5995	
Inside Back Cover (4 Color Glossy)	\$4995	<b>NEW!!!!</b>
Inside Front Cover (4 Color Glossy)	\$4995	<b>NEW!!!!</b>
Back of Map Section (4 Color Glossy)	\$2495	
Front of Map Section (4 Color Glossy)	\$2195	
Opposite Front Cover	\$2295	
Opposite Title	\$1195	
Opposite Acknowledgements	\$1145	
Opposite Academic Calendar	\$1145	
Opposite Contents	\$1145	
Front of Chapter	\$975	

#### COLOR PLACEMENTS

High-Exposure Insert	\$3995
Inserts	\$2995
Full-Page Glossy	\$1995

#### REGULAR BLACK AND WHITE

2 Page Fold	\$1495
Full Page	\$795
Half Page	\$585
Quarter Page	\$375

#### Specifications

- Full Page Advertisements: 4.125" X 7.0"
- Half Page Advertisements: 4.125" X 3.5"  
(horizontal)
- Quarter Page Advertisements: 4.125" X 1.7"  
(horizontal)
- **Bleeds only for Back Cover and Full Page Glossies**
- **Trim size: 5.25" X 8.375"**
- All artwork must be submitted in **.tif format on CD with all necessary fonts available**. All CDs must be accompanied by a **camera-ready hard copy**.
- For best quality, create art at **300 dpi**.

#### Payment Information

- A fee equal to 100% of total advertising costs is required by May 31<sup>st</sup>, 2006. Checks can be made payable to Harvard Student Agencies.

#### Deadline

- Artwork, and signed artwork approval form are due by **April 1<sup>st</sup>, 2006**.