



2009

HBS ALUMNI BULLETIN ADVERTISING INFORMATION

Reach **70,000** affluent men and women when you place your ad in the *HBS Alumni Bulletin*.

Reader Profile

The *HBS Alumni Bulletin* reaches more than 70,000 graduates of Harvard Business School four times a year. Our readers define themselves by their life experiences, accomplishments, and interests. They own fine homes, travel for business and pleasure, and purchase luxury products and services. Harvard Business School alumni have a unique relationship with the School, and the *HBS Alumni Bulletin* is their primary source of School news and information.

Distribution

U.S. Region	Circulation	%Total
New England	9,517	18.6%
Mid-Atlantic	9,875	19.3%
South Atlantic	9,711	19.0%
East No. Central	4,537	8.9%
East So. Central	996	1.9%
West No. Central	1,416	2.7%
West So. Central	3,348	6.5%
Mountain	2,485	4.9%
Pacific	9,314	18.2%
Total U.S.	51,199	71.7%
Abroad	20,161	28.3%
Total Circulation	71,360	100.0%

2009 Rates (per issue)

	4 Color	2 Color	B&W
Full page	\$6,498	\$5,253	\$4,262
2/3 page	\$4,867	\$4,606	\$3,247
1/2 page	\$4,040	\$3,354	\$2,685
1/3 page	\$3,156	\$2,935	\$1,944
1/6 page	\$2,500	\$2,200	\$1,037
1/12 page	\$1,500	\$1,300	\$595

Sales

Contact Bob Fitta at (617)496-6631, fax (617)495-0324
 e-mail bob_fitta@harvard.edu
 7 Ware Street, Cambridge MA 02138.

Planning Calendar

Issue	Date Published	Reserve Space By	Material Due
March 2009	March 15, 2008	December 15, 2008	January 5, 2009
June 2009	June 15, 2008	March 20, 2009	April 3, 2009
September 2009	September 15, 2008	July 1, 2009	July 15, 2009
December 2009	December 15, 2008	September 23, 2009	October 7, 2009

Advertising Materials/ Production Requirements

We prefer advertising material submitted in the PDF/X-1 format.

Other files are acceptable if they are submitted in QuarkXPress format with all graphics included as TIFF or EPS files and both screen and printer fonts included in Postscript format. High resolution digital files (300 dpi) are required for black and white, two color, or four-color ads. All ads must have a hard copy printout included; color proofs must accompany all color ads. We may be able to assist with material submitted in a different format; please call Bob Fitta at (617) 496-6631 for further information.

Inserts

Insert copy and specifications must be approved prior to submission.

Additional Charges

PMS colors are color-matched inks by the printer. A fifth color is not available. Any nonroutine production work required due to insufficiently prepared advertising material will be billed at printer's charges.

Shipping Instructions

All advertisements should be sent to Linda Kush, tel. 617-495-2699, e-mail lkush@hbs.edu
HBS Alumni Bulletin, Harvard Business School, Soldiers Field, Boston, MA 02163.

Mechanical Requirements

Trim Size: 8 3/8" x 10 3/4"
Printing Process: Web Offset
Binding Method: Perfect Bound

Specifications

Standard Size Units (all dimensions in inches):

Size	Width	Depth
Full page	7 7/8"	10 1/4"
2/3	4 9/16	10 1/4
1/2 (horizontal) page	7	4 3/4
1/2 (vertical) page	4 9/16	7 3/4
1/3 (square) page	4 9/16	4 3/4
1/3 (vertical) page	2 3/16	9 5/8
1/6 page	2 3/16	4 3/4
1/12 page	2 3/16	2 1/4
Bleed page	8 5/8	11
Safety zone	7 7/8	10 1/4
Trim size	8 3/8	10 3/4

