

## 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.