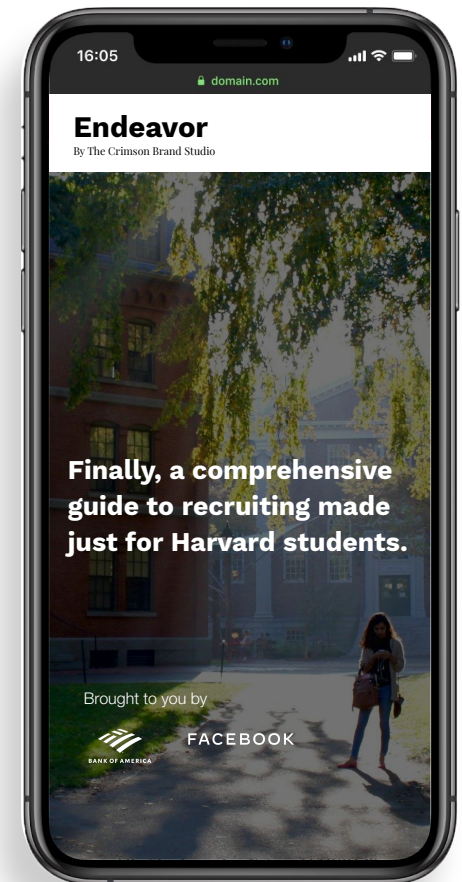
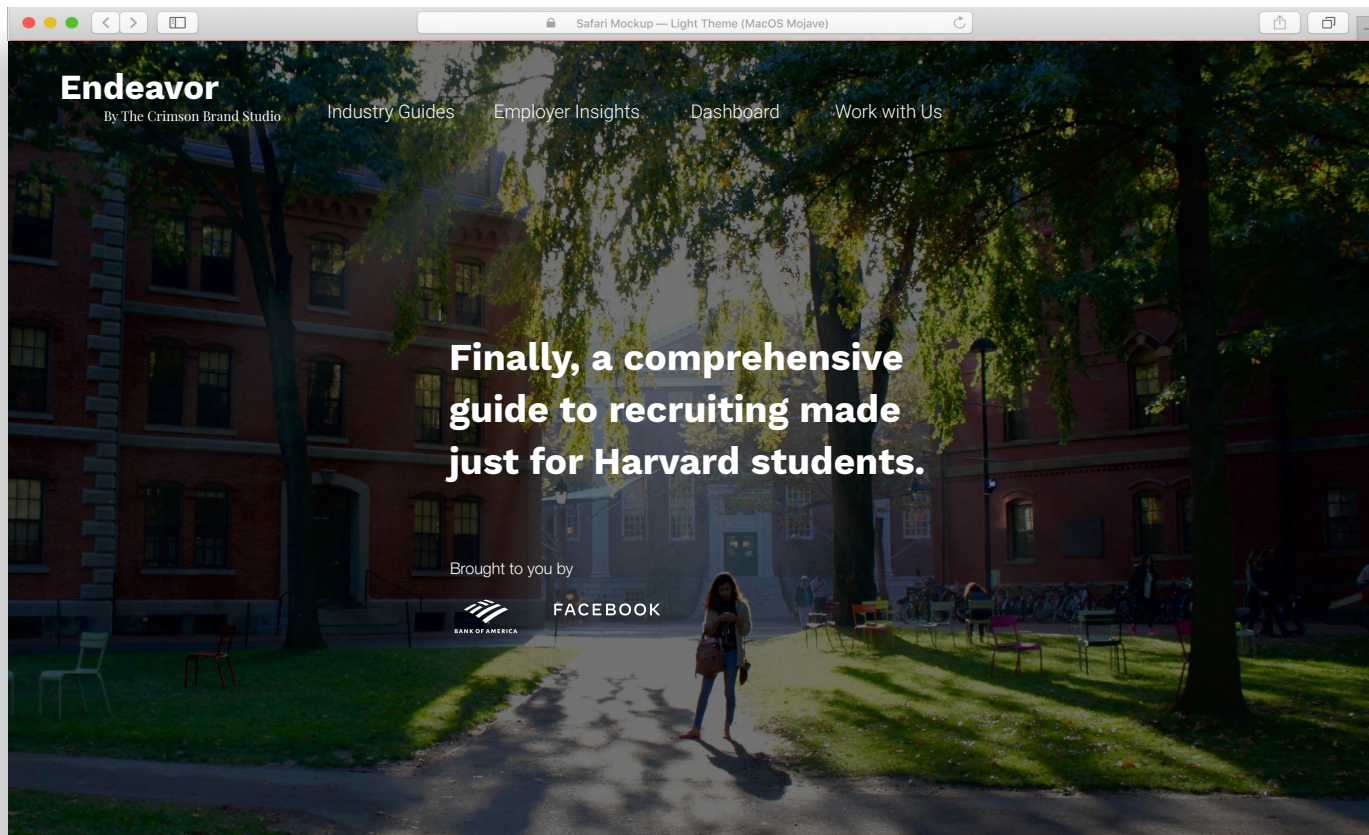


In 2020, we are excited to be launching Endeavor:
A new way for Harvard students to connect with their future employers.



The Harvard Crimson

University Daily since 1873

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 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+

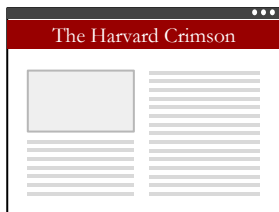
Twitter Followers



3,000+

Instagram Followers

ONLINE

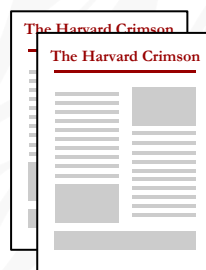


1,200,000
page views
per month



600,000
unique visitors
per month

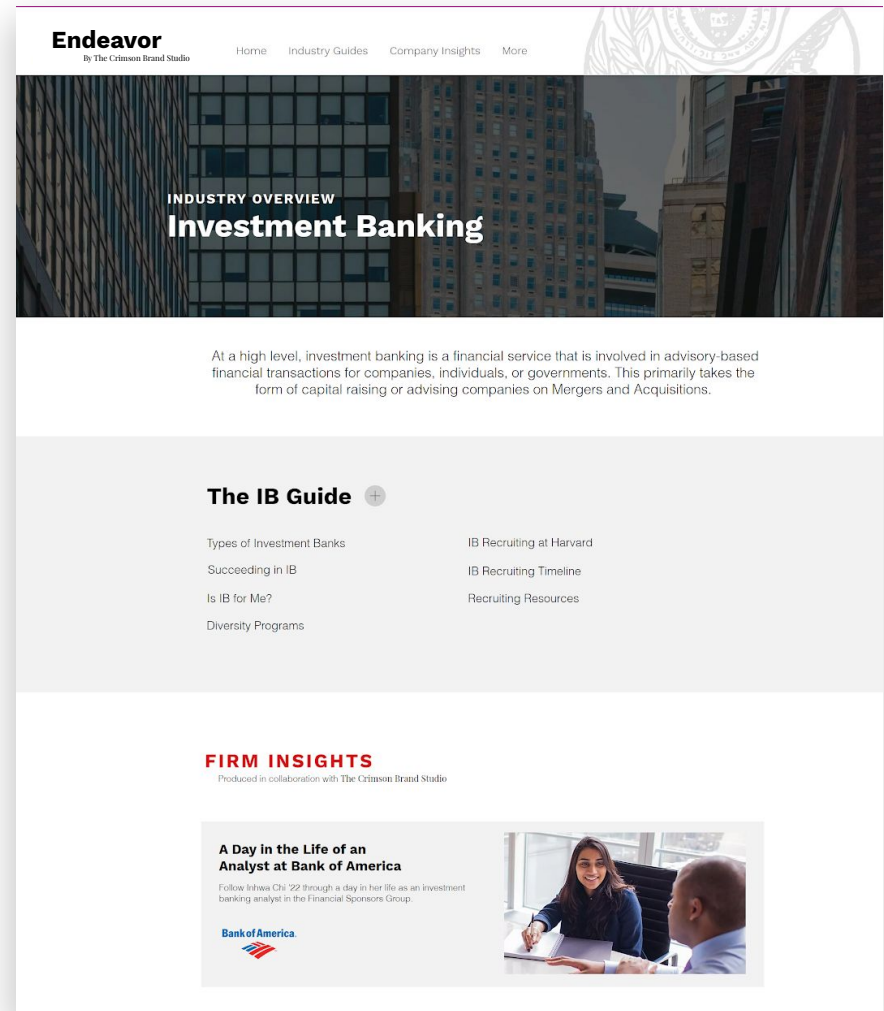
PRINT



6,700
undergraduate students
14,500
graduate students
2,400
faculty and staff
23,600 members
of the Harvard community

Featuring:

- ✓ **Industry Guides** with the fundamental information and advice from recent Harvard graduates for current Harvard students
- ✓ **Employer Insights:** Tailored articles produced in collaboration between employers and The Crimson's marketing team (pg. 3-4)
- ✓ **Employer Profiles:** Customizable company pages with featured articles, student Q&A, resume submission, and more (pg. 5)



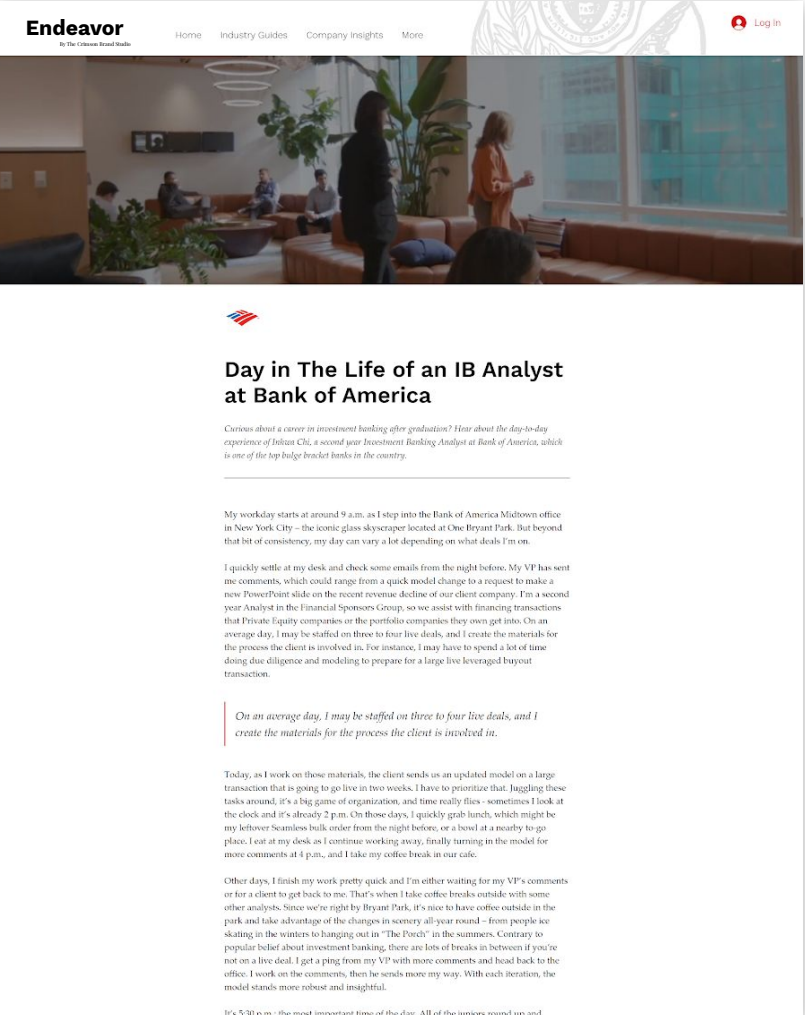
The screenshot displays the Endeavor website, which is a resource for Harvard students. The page is titled "Endeavor" and is produced by "The Crimson Brand Studio". The navigation menu includes "Home", "Industry Guides", "Company Insights", and "More". The main content area features a large image of a city skyline with the text "INDUSTRY OVERVIEW" and "Investment Banking". Below this, a paragraph explains that investment banking is a financial service involving advisory-based transactions. The page also includes a section titled "The IB Guide" with a plus sign, which lists several topics: "Types of Investment Banks", "Succeeding in IB", "Is IB for Me?", "Diversity Programs", "IB Recruiting at Harvard", "IB Recruiting Timeline", and "Recruiting Resources". At the bottom, there is a section titled "FIRM INSIGHTS" produced in collaboration with The Crimson Brand Studio. This section features a featured article titled "A Day in the Life of an Analyst at Bank of America" with a sub-headline "Follow @hwa Clu '22 through a day in her life as an investment banking analyst in the Financial Sponsors Group." The article is accompanied by a photo of a woman and a man in an office setting and the Bank of America logo.

Employer Insights

Highlight Programs

Our team of writers at The Crimson Brand Studio can collaborate with you to produce article(s) that will best showcase who you are as an employer.

We'll work with your team to make the process as simple and efficient as possible.



The screenshot shows a webpage from Endeavor, a platform by The Crimson Brand Studio. The page features a navigation bar with links for Home, Industry Guides, Company Insights, and More, along with a Log In button. A large, modern office interior with people working is shown in the background. The main article is titled "Day in The Life of an IB Analyst at Bank of America" and includes a sub-headline: "Curious about a career in investment banking after graduation? Hear about the day-to-day experience of Iliyan Chik, a second year Investment Banking Analyst at Bank of America, which is one of the top bulge bracket banks in the country." The article text describes the author's workday, starting at 9 a.m. in the Bank of America Midtown office, and details the tasks of an Investment Banking Analyst, such as reviewing client requests, creating materials for live deals, and performing due diligence and modeling. A quote from the author states: "On an average day, I may be staffed on three to four live deals, and I create the materials for the process the client is involved in." The article concludes with a note that it's 5:30 p.m., the most important time of the day, as all the juniors round up and

Employer Insights

Production Process

- Discuss your recruiting priorities with our team.
What kinds of students are you hoping to target?
What do you want Harvard students to know about your program?
- Work with our team to produce the articles.
Put us in touch with a couple employees or program participants to interview and draft an article.
- Review the article draft(s) with the rest of your team.
- Article is published on the site!
See sponsorship options for more ways to promote the article.

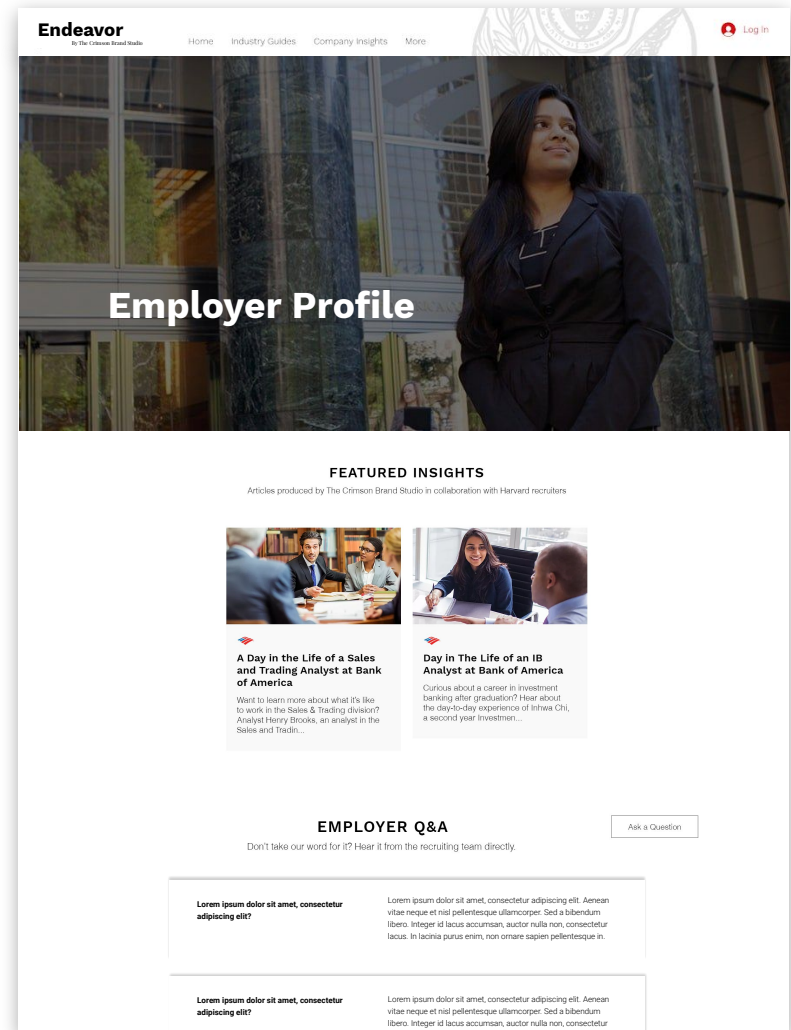
- ✓ Why I Chose ...
- ✓ Day in the Life at ...
- ✓ 5 Things You Didn't Know About ...
- ✓ Interview Tips from ...
- ✓ Why I Work at ...
- ✓ Employee Spotlight with ...
- ✓ Perks of Working at ...

Employer Profiles

Production Process

Your employer profile page is a consolidated location for Harvard students to learn about everything related to applying for a position.

The page may include your Employer Insights, upload resumes, view events, and ask questions in a dedicated Q&A section.



Full Listing of Sponsorship Options

Resume Collection

Collect resumes on your webpage

Question and Answer box

Allow potential applicants to ask questions to recruiters

Presenting Sponsorship

Logo featured on the Endeavor landing page

Facebook Posts

Custom articles, web page links, images, or videos posted from the Endeavor Facebook page

Employer Insights Article

See pages 3-4 for details

Front Page Article Feature

Fixed position on front page for two weeks

Website Takeover

Guaranteed advertising space on the Crimson homepage during recruiting season (\$2000 value)

Employer Profile Page

See page 5 for details

Student Q&A

Access to a Q&A box on your company page for students to directly submit questions.

Resume Drop

Students may submit their resume on your company profile

Event and Application Timeline

Display a list of upcoming important dates for students

Video Uploads

Employers may upload videos of their choosing to their company profile

Potential Selections by Objective

OBJECTIVE:

Broad Awareness

Increase awareness of my programs among all Harvard students

(1) Employer Insight:

A Day in The Life At ...
Why I Work At ...

(1) Facebook Campaign

1. Two weeks before deadline

Employer Profile Page

1. Employer Q&A
2. Resume Drop

OBJECTIVE:

Targeted Reach

Encourage more students of specific interests or class levels to apply

(3) Employer Insights:

Why I Chose...
5 Things You Didn't Know About
...

(2) Facebook Posts

1. Two weeks before deadline
2. One week before deadline

Video Capabilities:

Highlight your company.

Employer Profile Page

1. Employer Q&A
2. Resume Drop

OBJECTIVE:

Top Talent

Connect with as many students as possible, select for top Harvard talent

(3) Employer Insights:

Employee Spotlight Series
Interview Tips from ...

(4) Facebook Posts

Spread out throughout recruiting cycle and/or academic year

TheCrimson.com Website Takeover

1. Featured sponsored content article on thecrimson.com
2. Fill every ad slot on The Crimson

Employer Profile Page

1. Employer Q&A
2. Resume Drop
3. Event Timeline



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

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