

The Harvard College Mathematics Review (HCMR) is dedicated to the promotion of mathematics in undergraduate education. The organization produces a semiannual journal of expository mathematical articles written and edited by undergraduates. Its content is targeted at advanced undergraduates studying mathematics and related fields at colleges across the nation.

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Mathematics Review



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...to the undergraduate math community

See the inaugural issue of the  
Mathematics Review at  
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The Harvard College Mathematics Review was established in 2005 by a group of undergraduate Harvard students committed to the expansion of mathematics in higher education. The journal boasts a readership of approximately 3,000 unique online readers per month and is also available in many college libraries. Its focused audience and targeted approach provides a cost-efficient method to reach undergraduate and professional mathematicians easily and effectively. The Review is delighted to offer you the following advertising opportunities.

# Advertise in the Journal

The Journal of the Harvard College Mathematics Review is published twice annually, once each semester. Topics covered in the first issue include Morse Theory and CW Complexes, Dirichlet’s Prime Number Theorem, quiver representation theory and Lie Algebra representation theory, complex “small-world” networks, approximation of polynomial roots, the ABC Conjecture, and category theory, as well as several original problems. Featured authors include Professors Noam Elkies and Dennis Gaitsgory of Harvard University. The journal is distributed in math departments across the nation and mailed directly to the homes of undergraduate students in mathematics and to college libraries. Advertisers will receive a free subscription to the journal and be listed as sponsors on The HCMR’s website.

## Readership Breakdown

- Mailed directly to individual subscribers
- Approximately 3,000 online readers per month
- Institutional subscribers include:
  - Harvard University
  - Cornell University
  - University of Washington
  - Lafayette College
  - Haverford College
  - University of Southern California
  - And more!
- Hand-delivered to Harvard and MIT students

## Ad Submission Deadlines

Winter Issue—October 10, 2007  
 Spring Issue—March 10, 2007

Advertising inquiries should be sent to [hcmr-advertise@hcs.harvard.edu](mailto:hcmr-advertise@hcs.harvard.edu), addressed to Business Manager Charles Nathanson.

## Interior Advertisements (Black and White)

# Issues	¼ page	½ page	Full page
1 Issue	\$250	\$500	\$1000
2 Issues	\$450	\$900	\$1900

Color advertisements incur an extra fee for printing costs.

## Cover Advertisements (Color)

# Issues	Inside Back	Outside Back
1 Issue	\$1500	\$1700
2 Issues	\$2700	\$2900

## Classified Ads

\$1.50/word, up to 50 words.  
 Minimum of 20 words.  
 \$2.50/additional word.

# Advertise on the Website

The HCMR Website, [www.hcs.harvard.edu/hcmr](http://www.hcs.harvard.edu/hcmr), provides advertisers with the opportunity to reach aspiring undergraduate mathematicians and mathematics professionals online. With an approximate monthly readership of 3,000 unique individuals, the website gives a targeted channel for information-sharing with a specific, mathematically-inclined, audience. The site includes an online version of The HCMR (the journal) as well as other information for interested students.

Size	Width x Height	Three Months	Six Months	Twelve Months
Long Banner	486 x 60 px ~ 6" x .75"	\$300	\$500	\$950
Squat Banner	392 x 72 px ~ 5" x 1"	\$300	\$500	\$950
Vertical Banner	120 x 240 px ~ 1" x 3"	\$300	\$500	\$950
Half Banner	234 x 60 px ~ 3" x .75"	\$200	\$350	\$700
Square Button	125 x 125 px ~ 1.5" x 1.5"	\$200	\$350	\$700
Squat Button	120 x 90 px ~ 1.5" x 1"	\$175	\$300	\$550
Vertical Tower	160 x 600 px ~ 2" x 7"	\$500	\$900	\$1700

Submissions not in the sizes above will incur a 20% fee for in-house reworking.

Submissions for both the website and the journal may be sent electronically to [hcmr-advertise@hcs.harvard.edu](mailto:hcmr-advertise@hcs.harvard.edu) or may be sent on a CD to The HCMR, attn: Journal Advertisement. Accepted file formats include .jpg, .bmp, .gif, and .png. Electronic submissions should not be larger than 1 MB.

Ads are accepted on a first-come, first-served basis.

# Sponsor the Organization

The HCMR is also proud to offer firms and individuals the chance to sponsor the organization; sponsors will be listed in print in the Journal of The HCMR and on a special page on the website. Sponsoring The HCMR helps support the undergraduate mathematics community and provide valuable higher-level education to undergraduates in the field. Anonymous sponsors are also welcome. Advertisers will also be listed as sponsors, at a level commensurate with the cost of the advertisement.

Levels of Sponsorship	
Benefactor	\$10,000 +
Patron	\$5,000 - 9,999
Donor	\$2,000 - 4,999
Contributor	\$500 - 1,999
Friend	\$250 - 499
Fellow	\$100 - 249
Sponsor	\$0 - 99

Sponsorships go directly to costs of The HCMR—printing and outreach to the undergraduate mathematics community. Firms or individuals interested in directing their sponsorships towards specific goals are able to do so by contacting the organization.

The HCMR is run by Harvard College undergraduates, with supervision by two academic advisors. As such, it operates financially under the auspices of Harvard College; the organization's accounts are monitored by the College.

Your sponsorship could make a difference in the careers and goals of future mathematicians across the world. With readers on five continents, The Harvard College Math Review offers students across the globe exposure to advanced undergraduate mathematics, with free issues online and affordable print copies available in many universities.

# Advertising Policy

All advertisements accepted by The HCMR for placement in any media must comply with all relevant legal, professional and ethical guidelines. The HCMR reserves the right to unilaterally reject, omit or cancel advertising which it deems not to be in the best interest of the association, or which by its tone, content or appearance is not in keeping with the essentially scholarly, educational, and professional nature of The HCMR's publications. The HCMR reserves the right to refuse to accept advertisements that because of omissions or inaccuracies provide misleading or incorrect information. In the event an advertisement is refused on any of the aforementioned grounds, and payment has been received with the Insertion Order, refunds will be processed immediately and artwork will be returned.

Publication of any advertisement by The HCMR does not constitute an endorsement of the advertiser or the products or services advertised. The HCMR is not responsible for any claims made in any advertisement it accepts for placement. Any references to products or services, and any claims made therein, are not intended to constitute a recommendation by The HCMR of such products or services.

Advertisers and advertising agencies assume complete liability for all content (including text representation and illustrations) of advertisements published by The HCMR in any media, and also agree to assume full responsibility and to hold The HCMR harmless for any claims arising there made against the publisher.

Advertising may be paid in advance, but if invoiced, shall become due no less than 30 days after the ad has appeared in print or on the web site, and/or upon receipt of a corresponding invoice. Advertisers and advertising agencies are jointly and severally responsible for payment for all insertions.

All advertising space assignments will be made by The HCMR on a first-come, first-served basis. Cancellations are not accepted and copy corrections are not guaranteed after the closing submissions date (see above). Multiple advertisement rates apply only for consecutive advertisements. If a contracted ad smaller than agreed upon is run, or a contracted ad is omitted, the discount rate will not apply. Any new or revised copy and/or artwork for a contract ad must be received by the established deadline; otherwise, standing copy and/or artwork will be used. The words "paid advertisement" shall be included with all advertisements that, in the opinion of the publisher, might be confused with editorial content.

<p>The Harvard College Mathematics Review Student Organization Center at Hilles Box # 360 59 Shepard Street Cambridge, MA 02138</p>
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