



New **Harvard** Insignia Site Swamped! 35,000 upscale alumni crowd servers

*Upscale professionals throng to **EverythingHarvard.com***



EverythingHarvard.com site designer and service manager Suki McKinney reviews new updates



Initial **Harvard Magazine** Ads Prompt Unprecedented Response

“It’s a display window on Fifth Avenue!” was FWC’s Laurence McKinney’s response to site tabulations proving earlier predictions had been conservative. “It’s all Harvard alumni, from the **Harvard Magazine** ad. Hundreds of hits a day and we didn’t appear on search engines until April. With numbers like this, we’ll have better repeat core demographics, professionally and personally, than any web media. We can deliver the big insignia buyers.”

Church Hill Classics Page Views Increase, Sessions surge. Viewers meet Licensees

“You never get a second chance to make a good first impression”. By browsing through licensees represented at the **EverythingHarvard.com** site the average viewer is *spending more time looking for the items they like and learning more about the companies that make them.* “Sessions”, the ISP term for browsing a site, keep rising even as the hit counts vary from day to day. Upscale professionals and managers, the Harvard alumni, are dropping in, and then coming back to inspect the entire collection.

For many licensees, it is the first time they are appearing with prestigious names like Nike Sports or Hitchcock Home Furnishings, and presented to such upscale prospects. These visitors want to buy the products, they want to know where to get them, and they are interested in the licensees. With new visitors every hour, it’s the perfect chance to make that really good impression, and get that big order, for a few dollars a day. With this many prospects, it’s time to upgrade and **impress.**

The economy’s tight, but college insignia sales continue to rise along with luxury goods. Harvard grads love their school so **EverythingHarvard.com** combines both growth trends to deliver more decision-makers, luxury buyers, and managers than a trade magazine or a trade show. Only **Everything Harvard** features the *entire variety* while maintaining the authentic Harvard flavor 400,000 alumni crave. Visitor surveys indicated they will return. With new malls, archives, and specials, **Everything Harvard** is the place for a licensee to get noticed by retailers and wholesale prospects. It’s your *most* cost-effective upscale marketing venue.



Thousands of upscale insignia customers are browsing the site. You can tell them about your company, your product line, and how to buy items displayed on your pages.

For much less than trade ads, we can:

- (1) Send customers to your website*
- (2) Link them to retailers*
- (3) Upgrade your page to attract upscale business contacts and contracts.*