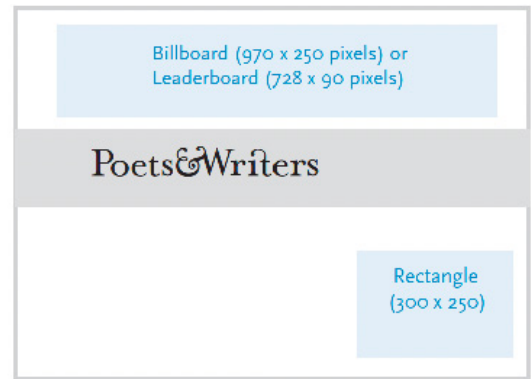


Poets&Writers

ONLINE ADVERTISING DISPLAY RATES AND DEADLINES

PW.ORG

- Over 140,000 unique users visit pw.org each month.
- All rates are per one thousand impressions (CPM).
- The minimum purchase is 30,000 impressions.



RATES

Advertising Zone	Billboard (970 x 250 pixels)		Leaderboard (728 x 90 pixels)		Rectangle (300 x 250 pixels)	
	CPM	Min. of 30k impressions	CPM	Min. of 30k impressions	CPM	Min. of 30k impressions
Homepage	\$36	\$1,080	\$31	\$930	\$20	\$600
Magazine Pages	\$26	\$780	\$23	\$690	\$15	\$450

- The Homepage zone features the pw.org landing page, the MFA database, and other high-performing pages
- The Magazine Pages zone features content from *Poets & Writers Magazine*, as well as original content.

POETS & WRITERS E-NEWSLETTER

- Frequency: every week
- Over 80,000 subscribers

RATES

Rectangle (300 x 250): \$600

Article Insertion (max image size 200 x 200 pixels, up to 75 words of text, and a headline up to 60 characters): \$975

Poets&Writers

Sponsored Article

Rectangle (300 x 250)

TIME IS NOW E-NEWSLETTER

- Frequency: every week
- 21,000 subscribers
- Reservation includes: four e-newsletter placements and 30 days on the Time is Now Page of pw.org

RATES

Rectangle (300 x 250): \$450

Poets & Writers

ONLINE ADVERTISING DISPLAY RATES AND DEADLINES

SPONSORED E-BLAST TO E-NEWSLETTER SUBSCRIBERS

- A dedicated e-blast for your product or service
- 75,000 opted-in e-mail addresses available
- Minimum order: 10,000 e-mail addresses
- Rate: \$150 per one thousand e-mail addresses
- Able to create a customized list based on engagement and other criteria
- Consistent open rates **between 30-45%**

83% of our magazine readers consider Poets & Writers their primary source of information about writing and publishing!

MAGAZINE SUBSCRIBER E-MAIL LIST RENTALS

- A dedicated e-blast for your product or service
- 23,000 opted-in e-mail addresses available
- Minimum order: 5,000 e-mail addresses
- Rate: \$200 per one thousand e-mail addresses, plus transmission and processing fees

Interested in both print and online advertising? We'd be happy to create a cross-media advertising plan that fits your budget. If you have questions or would like to reserve space, please contact us.

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TERMS

30 days net. All online advertising rates are net. Space cannot be canceled less than two weeks before start/issue date of the advertising campaign. Ad copy received after ad copy due date will incur a late fee of \$75. All new advertisers must prepay. Poets & Writers reserves the right to cancel advertising at any time. Performance reports are available upon request.