

# Poets & Writers

FROM INSPIRATION TO PUBLICATION

## ADVERTISING DISPLAY RATES, DEADLINES & SPECS

### Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	6,895	6,206	5,516	Two-page spread	5,695	5,126	4,556
Full page	3,835	3,452	3,068	Full page	3,150	2,835	2,520
Half page horizontal	2,175	1,958	1,740	Half page horizontal	1,785	1,607	1,428
Third page vertical	1,695	1,526	1,356	Third page vertical	1,390	1,251	1,112
Quarter page vertical	1,160	1,044	928	Quarter page vertical	955	860	764
Eighth page	695	626	556	Eighth page horizontal	575	518	460
New Titles	405	365	324				
Back Cover	5,200	4,680	4,160				
Inside Front Cover	4,995	4,496	3,996				
Inside Back Cover	4,765	4,289	3,812				

### Deadlines

For the year 2021, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Publication
January/February - <i>Inspiration</i>	October 22	October 29	December 4
March/April - <i>Conferences &amp; Residencies</i>	January 5	January 8	February 5
May/June - <i>Writing Contests</i>	February 18	February 25	April 2
July/August - <i>Debut Fiction, Agents</i>	April 22	April 29	June 4
September/October - <i>MFA Issue</i>	June 24	July 1	August 6
November/December - <i>Independent Publishing</i>	August 26	September 2	October 1

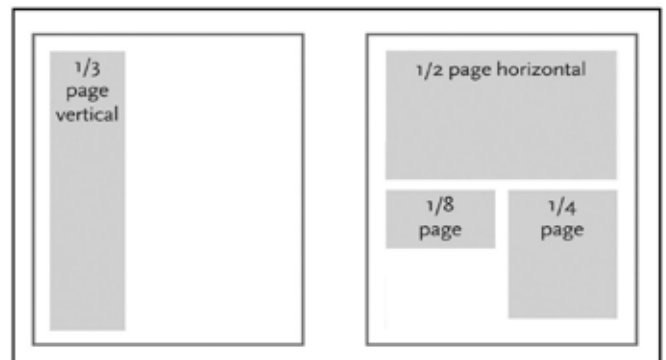
### Ad Dimensions

7.75 x 10 inches. Perfect Bound.

#### Ad Size

Width x Height

Full Page	6.6875" x 8.81"
Full page, full bleed (trim size: 7.75" x 10")	8" x 10.25"
Third page vertical	2.13" x 8.81"
Half page horizontal	6.6875" x 4.1875"
Quarter page vertical	3.25" x 4.1875"
Eighth page horizontal	3.25" x 2"



### Terms

30 days net. 15% commission to recognized advertising agencies; agency discount may not be taken in addition to other special discounts. 15% surcharge for premium positions in the first 10 pages. \$200 design fee. Space cannot be canceled after reservation deadline. Ad copy received after copy due date may incur a late fee of \$150. Prepayment is required of all new advertisers. Poets & Writers Magazine reserves the right to reject or cancel advertisements. We do not accept advertising from organizations or contests that exploit writers.