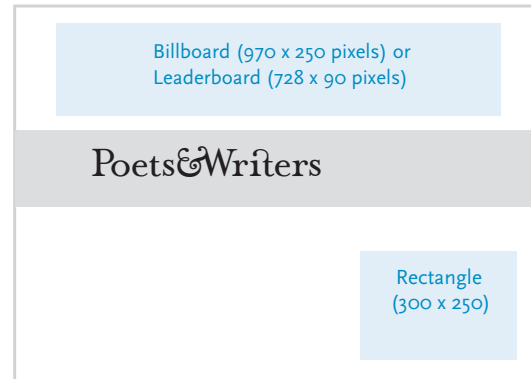


# Poets&Writers

## ONLINE ADVERTISING DISPLAY RATES AND DEADLINES

### PW.ORG

- Over 130,000 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	\$32	\$960	\$28	\$840	\$18	\$540
Magazine Pages	\$24	\$720	\$21	\$630	\$13.50	\$405

- 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.

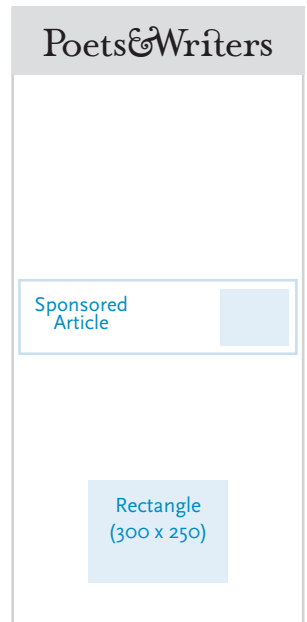
### POETS & WRITERS E-NEWSLETTER

- Frequency: every week
- 75,000 subscribers

#### RATES

Rectangle (300 x 250): \$600

Article insertion (max image size 160 x 190, and up to 75 words of text): \$875



### TIME IS NOW E-NEWSLETTER

- Frequency: every week
- 20,000 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

### 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

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

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Whether you're looking for a faculty member, editor, copywriter, grant writer or intern, job listings on pw.org will help you reach thousands of writers. Potential applicants can browse our listings by area, save ads to their My P&W accounts, and e-mail listings to friends and colleagues. There is no word limit. At no extra charge, job listings are included in our e-newsletter.

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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.

*Tim O'Sullivan*  
Advertising Director  
[tosullivan@pw.org](mailto:tosullivan@pw.org)  
(212) 226-3586 x210

*Amy Feltman*  
Advertising Coordinator  
[afeltman@pw.org](mailto:afeltman@pw.org)  
(212) 226-3586 x211

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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.