

Poets&Writers

ONLINE ADVERTISING DISPLAY RATES AND DEADLINES

PW.ORG

- Over 145,000 unique users visit pw.org each month.
- All rates are per one thousand impressions (CPM).
- The minimum purchase is 30,000 impressions.

Poets&Writers

Horizontal Banner (Speakeasy only)

Button

Vertical Banner

RATES

Location	Button (120 x 90)	Vertical Banner (120 x 240)	Horizontal Banner (468 x 60)	Minimum of 30K impressions
	\$17.00	\$26.00	—	\$510/\$780
	\$13.00	\$20.00	—	\$390/\$600
	\$7.50	\$12.00	—	\$225/\$360
	—	—	\$20.00	\$600

*The Grants & Awards Database is part of the Magazine Pages. Advertisements can also be booked to appear only on the Grants & Awards Database.

POETS & WRITERS E-NEWSLETTER

- Frequency: every two weeks
- 75,000 subscribers

RATES

Vertical Banner (120 x 240): \$550

Skyscraper Ad (120 x 600): \$1,100

Article Insertion (max image size
160 x 190, and up to 75 words of text): \$750

TIME IS NOW E-NEWSLETTER

- Frequency: every week
- 12,000 subscribers
- Reservation includes: four e-newsletter placements and 30 days on the Time is Now Page of pw.org.

RATES

Vertical Banner (120 x 240): \$400

Poets&Writers

Vertical Banner

Article Insertion

Skyscraper Ad

Poets & Writers

ONLINE ADVERTISING DISPLAY RATES AND DEADLINES

E-NEWSLETTER E-MAIL LIST RENTALS

- 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: \$120 per one thousand e-mail addresses

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.

Tim O'Sullivan
Associate Publisher
tosullivan@pw.org
(212) 226-3586 x210

Amy Feltman
Senior Advertising Manager
afeltman@pw.org
(212) 226-3586 x211

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.