



ADVERTISING DISPLAY RATES & DEADLINES

Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	7,455	6,710	5,964	Two-page spread	6,160	5,544	4,928
Full page	4,150	3,735	3,320	Full page	3,405	3,065	2,724
Half page horizontal	2,350	2,115	1,880	Half page horizontal	1,930	1,737	1,544
Third page vertical	1,830	1,647	1,464	Third page vertical	1,500	1,350	1,200
Quarter page vertical	1,255	1,129	1,004	Quarter page vertical	1,035	932	828
Eighth page	750	675	600	Eighth page horizontal	620	558	496
New Titles	440	396	352				
Back Cover	5,625	5,063	4,500				
Inside Front Cover	5,400	4,860	4,320				
Inside Back Cover	5,155	4,640	4,124				

Deadlines

For the year 2024, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 19	October 26	December 26
March/April - <i>Writing Communities</i>	January 3	January 10	February 28
May/June - <i>Writing Contests</i>	February 15	February 22	April 25
July/August - <i>Debut Fiction, Agents</i>	April 18	April 25	June 27
September/October - <i>Writing Education</i>	June 20	June 27	August 29
November/December - <i>Independent Publishing</i>	August 22	August 29	October 24

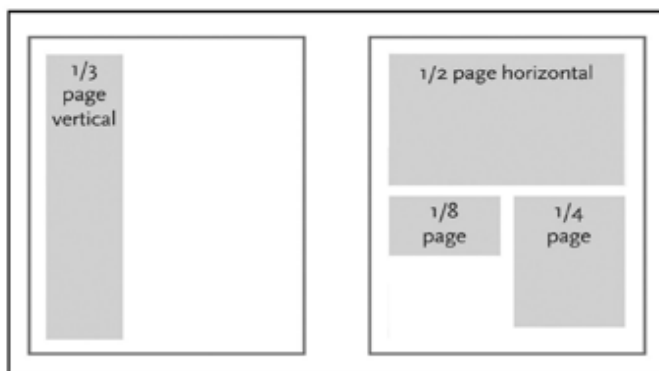
Page Specifications

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.