

# Poets & Writers

FROM INSPIRATION TO PUBLICATION

## ADVERTISING DISPLAY RATES, DEADLINES & SPECS

Effective October 1st, 2012

### Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	5,850	5,265	4,680	Two-page spread	4,885	4,397	3,908
Full page	3,275	2,948	2,620	Full page	2,725	2,453	2,180
Half page horizontal	1,850	1,665	1,480	Half page horizontal	1,550	1,395	1,240
Third page vertical	1,450	1,305	1,160	Third page vertical	1,200	1,080	960
Quarter page vertical	990	891	792	Quarter page vertical	825	743	660
New Titles	345	311	276	Eighth page horizontal	495	446	396
Back Cover, Inside Front Cover	4,250	3,825	3,400				
Inside Back Cover	4,095	3,686	3,276				

### Deadlines

For the year 2013, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Publication
January/February - <i>Inspiration</i>	November 1	November 8	December 13
March/April - <i>Conferences &amp; Residencies</i>	January 4	January 10	February 6
May/June - <i>Writing Contests</i>	February 28	March 7	April 11
July/August - <i>Debut Fiction, Agents</i>	May 2	May 9	June 13
September/October - <i>MFA Issue</i>	July 2	July 11	August 15
November/December - <i>Small Presses &amp; Literary Magazines</i>	September 5	September 12	October 10

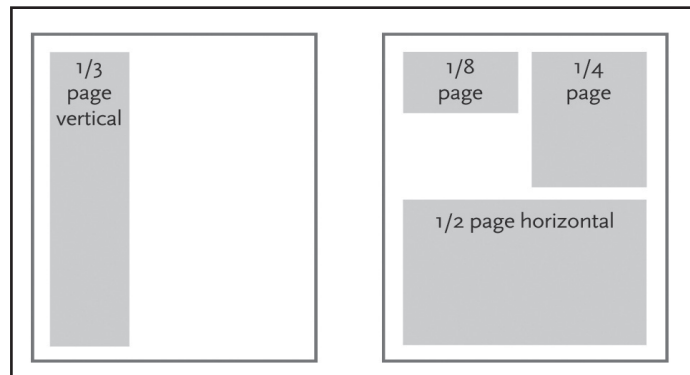
### Page Specifications

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"



### Design Notes

- Size: Ad must be cropped to exact dimensions (see above)
- Color ads: CMYK only for color ads, no RGB color
- B & W ads: Grayscale or CMYK containing only "K" (black)
- Resolution: 300 dpi
- Format: PDF or TIFF
- Borders: If ad does not have a defined border add a stroke.  
No floating white space.

### 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 the following premium positions: the first 10 pages, opposite the first page of Grants & Awards. \$125 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.