

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
	\$17.50	\$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

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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

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

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.

Duration	Cost
One Week	\$25
Two Weeks	\$46
Three Weeks	\$67
Four Weeks	\$85
Six Weeks	\$120
Two Months	\$161
Three Months	\$230
Four Months	\$289
Five Months	\$340
Six Months	\$400

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.

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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.