

## 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.



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

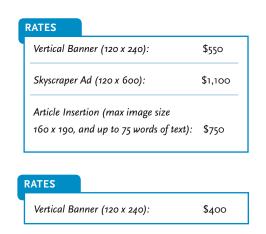
<sup>\*</sup>The Grants & Awards Database is part of the Magazine Pages. Advertisements can also be booked to appear only on the Grants & Awards Database.

# **POETS & WRITERS E-NEWSLETTER**

- Frequency: every two weeks
- 75,000 subscribers

### 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.







## 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

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.

Tim O'Sullivan Advertising Director tosullivan@pw.org (212) 226-3586 x210 Jessica Lanay Moore Advertising Coordinator jmoore@pw.org (212) 226-3586 x219 Katie Bloom Advertising Assistant kbloom@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.