PW.ORG

- Over 140,000 unique users visit pw.org each month.
- All rates are per one thousand impressions (CPM).
- The minimum purchase is 30,000 impressions.

RATES

<table>
<thead>
<tr>
<th>Advertising Zone</th>
<th>Billboard (970 x 250 pixels)</th>
<th>Leaderboard (728 x 90 pixels)</th>
<th>Rectangle (300 x 250 pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CPM</td>
<td>Min. of 30k impressions</td>
<td>CPM</td>
</tr>
<tr>
<td>Homepage</td>
<td>$36</td>
<td>$1,080</td>
<td>$31</td>
</tr>
<tr>
<td>Magazine Pages</td>
<td>$26</td>
<td>$780</td>
<td>$23</td>
</tr>
</tbody>
</table>

- The Homepage zone features the pw.org landing page, the MFA database, and other high-performing pages.
- The Magazine Pages zone features content from Poets & Writers Magazine, as well as original content.

POETS & WRITERS E-NEWSLETTER

- Frequency: every week
- Over 80,000 subscribers

RATES

| Rectangle (300 x 250): | $600 |

| Article Insertion (max image size 200 x 200 pixels, up to 75 words of text, and a headline up to 60 characters): | $975 |

TIME IS NOW E-NEWSLETTER

- Frequency: every week
- 21,000 subscribers
- Reservation includes: four e-newsletter placements and 30 days on the Time is Now Page of pw.org

RATES

| Rectangle (300 x 250): | $450 |
SPONSORED E-BLAST TO E-NEWSLETTER SUBSCRIBERS

- 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: $150 per one thousand e-mail addresses
- Able to create a customized list based on engagement and other criteria
- Consistent open rates between 30-45%

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  
Assistant Director of Advertising  
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.