



THE WRITING CONTESTS ISSUE
POETS & WRITERS MAGAZINE

TABLE 1 PRAIRIE SCHOONER BOOK PRIZES BUDGET

I N C O M E	
2011 fiction prize entries (272 x \$25)	\$6,800
2011 poetry prize entries (629 x \$25)	\$15,725
TOTAL	\$22,525
E X P E N S E S	
Judge fees (4 x \$1,000)	\$4,000
First-reader fees (20 x \$200)	\$4,000
Second-reader fees (4 x \$500)	\$2,000
Reader health benefits	\$5,650
Contest coordinator salary	\$11,250
Contest coordinator travel	\$1,000
Prize amount (2 x \$2,500)	\$5,000
Book-launch event	\$3,000
Advertising	\$11,000
Subscriber promotion (printing + postage)	\$3,000
Graphic design	\$800
TOTAL	\$50,700
NET PROFIT/LOSS *	-\$28,175

Note: Figures based on most recent data, 2011.
*Difference made up through individual donations and grants.

TABLE 2 CAVE CANEM POETRY PRIZE BUDGET

I N C O M E	
2011 poetry prize entries (80 x \$15)	\$1,200
Earmarked individual contributions	\$550
TOTAL	\$1,750
E X P E N S E S	
Prize amount	\$1,000
Judge fee	\$500
Travel expense for New York City prize reading	\$169
Marketing and promotion	\$690
Allocated personnel (staff)	\$2,966
Allocated overhead (rent, utilities, insurance)	\$4,810
Allocated professional service (bookkeeping, website)	\$498
TOTAL	\$10,633
NET PROFIT / LOSS *	-\$8,883

Note: Figures based on most recent data, 2011.
*Difference made up through individual donations and grants.

TABLE 3 SARABANDE BOOKS' MORTON AND McCARTHY PRIZES BUDGET

I N C O M E	
2011 Morton Prize entries (891 x \$25 - \$125 in no-fee coupons)	\$22,150
2011 McCarthy Prize entries (361 x \$25)	\$9,025
Typical earnings from books (cover price less discounts)	\$13,051
T O T A L	\$44,226
E X P E N S E S	
Credit-card fees	\$535
Judge fees (2 x \$1,000)	\$2,000
Morton Prize reader fees (891 x \$2)	\$1,782
McCarthy Prize reader fees (361 x \$8)	\$2,888
Contest coordinator fee (\$10 per hour)	\$1,000
Prize amount (2 x \$2,000)	\$4,000
Contest advertising	\$2,500
Winning books advertising and miscellaneous marketing	\$4,400
Copyediting (fiction)	\$500
Proofreading (poetry and fiction)	\$500
Cover art (2 x \$250)	\$500
Cover design	\$1,400
Text design	\$1,350
Typesetting	\$3,500
Bound galleys	\$675
Production management	\$1,400
Distribution	\$3,915
Printing	\$10,500
Royalties	\$1,305
T O T A L	\$44,650
N E T P R O F I T / L O S S	-\$424

Note: Figures based on most recent data, 2011.