



## ADVERTISING DISPLAY RATES & DEADLINES

### Rates Per Insertion

| Color                 | 1x    | 3x    | 6x    | Black & White          | 1x    | 3x    | 6x    |
|-----------------------|-------|-------|-------|------------------------|-------|-------|-------|
| Two-page spread       | 8,300 | 7,470 | 6,640 | Two-page spread        | 6,970 | 6,273 | 5,576 |
| Full page             | 4,625 | 4,163 | 3,700 | Full page              | 3,790 | 3,411 | 3,032 |
| Half page horizontal  | 2,620 | 2,358 | 2,096 | Half page horizontal   | 2,150 | 1,935 | 1,720 |
| Third page vertical   | 2,040 | 1,836 | 1,632 | Third page vertical    | 1,670 | 1,503 | 1,336 |
| Quarter page vertical | 1,400 | 1,260 | 1,120 | Quarter page vertical  | 1,155 | 1,040 | 924   |
| Eighth page           | 840   | 756   | 672   | Eighth page horizontal | 690   | 621   | 552   |
| New Titles            | 490   | 441   | 392   |                        |       |       |       |
| Back Cover            | 6,270 | 5,643 | 5,016 |                        |       |       |       |
| Inside Front Cover    | 6,015 | 5,414 | 4,812 |                        |       |       |       |
| Inside Back Cover     | 5,740 | 5,166 | 4,592 |                        |       |       |       |

### Deadlines

For the year 2027, these dates apply (dates & themes are subject to change):

| Issue                                               | Reservation date | Materials date | Available Everywhere |
|-----------------------------------------------------|------------------|----------------|----------------------|
| January/February - <i>Inspiration</i>               | October 15       | October 22     | December 22          |
| March/April - <i>Writing Communities</i>            | January 4        | January 8      | February 23          |
| May/June - <i>Writing Contests</i>                  | February 11      | February 18    | April 20             |
| July/August - <i>Debut Fiction, Agents</i>          | April 15         | April 22       | June 22              |
| September/October - <i>Writing Education</i>        | June 17          | June 24        | August 24            |
| November/December - <i>Writing &amp; Technology</i> | August 19        | August 26      | October 19           |

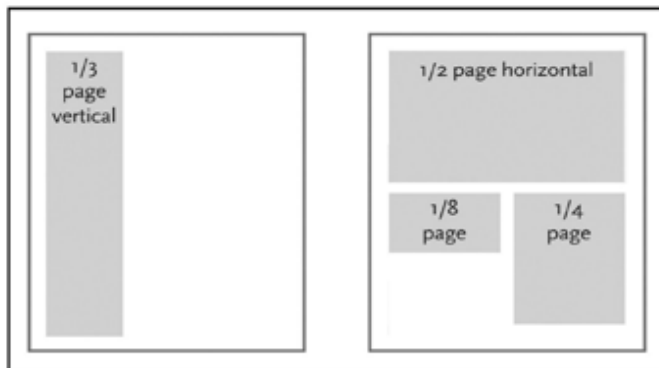
### Page Specifications

7.75 x 10 inches. Perfect Bound.

#### Ad Size

Width x Height

|                                                   |                   |
|---------------------------------------------------|-------------------|
| Full Page                                         | 6.6875" x 8.81"   |
| Full page, full bleed<br>(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"        |



### 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 premium positions in the first 10 pages. \$200 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.