

## ONLINE ADVERTISING DISPLAY RATES AND DEADLINES

### 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

Advertising Zone	Billboard (970 x 250 pixels)		Rectangle (300 x 250 pixels)	
	CPM	Min. of 30k impressions	CPM	Min. of 30k impressions
Homepage	\$40	\$1,200	\$22	\$660
Magazine Pages	\$29	\$870	\$17	\$510

- 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.

### WEEKLY UPDATE E-NEWSLETTER

- Frequency: every Thursday
- Over 85,000 subscribers

### RATES

Rectangle (300 x 250): \$675

Sponsored article (image and up to 60 words of text): \$1,075

### GRANTS & AWARDS: THE WRITING CONTEST NEWSLETTER

- Frequency: every Tuesday
- 27,000 subscribers
- Exclusively for paid subscribers of *Poets & Writers Magazine*

### RATES

Rectangle (300 x 250): \$450

Sponsored article (image and up to 60 words of text): \$650





# Poets & Writers

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### THE TIME IS NOW

- Frequency: every Friday
- 23,000 subscribers
- Reservation includes: four e-newsletter placements and 30 days on The Time is Now page on pw.org

#### RATES

Rectangle (300 x 250): \$575

Sponsored article (image and up to 60 words of text): \$975

### SPONSORED E-BLAST TO MAGAZINE & 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 (\$1,750)
- Rate: \$175 per one thousand e-mail addresses
- Able to create a customized list based on engagement and other criteria
- Consistent open rates **between 40-55%**

80% of our magazine readers consider Poets & Writers their primary source of information about writing and publishing!

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.