

Poets&Writers

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)		Leaderboard (728 x 90 pixels)		Rectangle (300 x 250 pixels)	
	CPM	Min. of 30k impressions	CPM	Min. of 30k impressions	CPM	Min. of 30k impressions
Homepage	\$36	\$1,080	\$31	\$930	\$20	\$780
Magazine Pages	\$26	\$780	\$23	\$690	\$15	\$450

- 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 80,000 subscribers

RATES

Rectangle (300 x 250): \$600

Article Insertion (image and up to 60 words of text): \$975

TIME IS NOW E-NEWSLETTER

- Frequency: every Friday
- 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): \$500

Article Insertion (image and up to 60 words of text): \$875



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GRANTS & AWARDS: THE WRITING CONTEST NEWSLETTER

- Frequency: every Tuesday
- 21,000 subscribers
- Exclusively for paid subscribers of *Poets & Writers Magazine*.

RATES

Rectangle (300 x 250): \$400

Article Insertion (image and up to 60 words of text): \$600

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
- Rate: \$150 per one thousand e-mail addresses
- Able to create a customized list based on engagement and other criteria
- Consistent open rates **between 35-55%**

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.