

Poets & Writers

POETS AND WRITERS MAGAZINE

ADVERTISING RATES

CARD #12 EFFECTIVE APRIL 4, 2000

Poets & Writers

REACH 200,000+ AVID WRITERS AND READERS

DISPLAY ADVERTISING RATES

PER INSERTION	1X	3X	6X
BLACK AND WHITE			
Back cover, inside covers	2,335	2,100	1,870
Full page	2,080	1,870	1,665
Half page horizontal	1,120	1,010	900
Third page vertical	870	785	700
Quarter page vertical	630	570	505
Eighth page horizontal	385	345	310
FOUR COLOR			
Back cover, inside covers	3,025	2,725	2,420

1X orders, full price.
3X, 10% off 1X rate.
6X, 20% off 1X rate.
Please call for more information.

TERMS

30 days net. 15% commission to *recognized* advertising agencies; agency discount may not be taken in addition to a contract discount. 5% prepayment discount if payment accompanies ad copy by ad copy deadline. Space cannot be cancelled after *reservation* deadline. Advertising copy incorrectly prepared or sized will be processed at prevailing rates at a minimum charge of \$50. Ad copy received after copy due date will incur a late fee of \$75. Prepayment is required of all new advertisers.

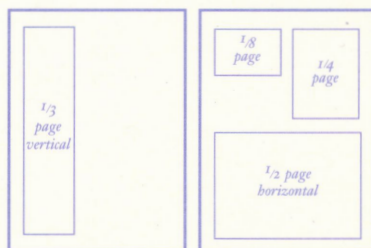
TRIM SIZE

7 $\frac{3}{4}$ x 10 inches. Three columns to the page. Perfect bound.

AD SIZE

Width x Height

Full page	6 $\frac{11}{16}$ "	X	8 $\frac{13}{16}$ "
Full page-full bleed	7 $\frac{3}{4}$ "	X	10" (trim size) plus add $\frac{1}{8}$ " bleed all around
Half page horizontal	6 $\frac{11}{16}$ "	X	4 $\frac{3}{16}$ "
Third page vertical	2 $\frac{1}{8}$ "	X	8 $\frac{13}{16}$ "
Quarter page vertical	3 $\frac{1}{4}$ "	X	4 $\frac{3}{16}$ "
Eighth page horizontal	3 $\frac{1}{4}$ "	X	2"



DEADLINES

Poets & Writers Magazine is published six times a year.

For the year 2001, these dates apply:

ISSUE	RESERVATION DATE	COPY DUE DATE	PUBLICATION DATE
January/February #1	October 27	November 6	December 12
March/April #2	January 5	January 12	February 9
May/June #3	March 5	March 13	April 13
July/August #4	May 4	May 14	June 15
September/October #5	July 9	July 18	August 17
November/December #6	September 5	September 14	October 12

MATERIAL FORMAT FOR ADS

(In order of preference)

1. **Disk:** QuarkXPress 3.32 or 4.04 disk (Mac or PC) or PageMaker 6.5 disk (Mac or PC); positive proof required. *Please include all printer and screen fonts and all art files in addition to main document. Please label your disk clearly with file format and version you are using.* For additional assistance in preparing digital art and for other acceptable file formats, please visit our printer's digital art Web site: <http://cjs.cadmus.com/da>
2. **Film:** negatives; right reading, emulsion-side down; positive proof required.
3. **Camera-ready mechanicals:** please use velox, photostat, or high-quality laser paper.

Line screen required: 120.

Please measure your ad before sending it. All ads must include a border.

We do not accept ads via e-mail; please send your ad by the corresponding Copy Due Date. Send all materials to the address below (do not send materials to Cadmus Journal Services).

IF YOU HAVE ANY QUESTIONS, PLEASE CALL US BEFORE SENDING YOUR AD!

POETS & WRITERS MAGAZINE

72 SPRING STREET

NEW YORK, NY 10012

www.pw.org

TEL (212) 226-3586

FAX (212) 226-3963

We offer a variety of online advertising options, including *banner & button* ads. For more information, please inquire.

Mailing lists available. Please contact Direct Communications, (802) 747-3322.