



Writers' Discounted Display Rates 2024

RATES PER INSERTION

Color	30% Discounted Rate	Black & White	40% Discounted Rate
Full page	\$2,905 (regularly \$4,150)	Full page	\$2,043 (regularly \$3,405)
Half page horizontal	\$1,645 (regularly \$2,350)	Half page horizontal	\$1,158 (regularly \$1,930)
Third page vertical	\$1,281 (regularly \$1,830)	Third page vertical	\$900 (regularly \$1,500)
Quarter page vertical	\$879 (regularly \$1,255)	Quarter page vertical	\$621 (regularly \$1,035)
Eighth page	\$525 (regularly \$750)	Eighth page horizontal	\$372 (regularly \$620)
New Titles	\$308 (regularly \$440)		

DEADLINES

For the year 2024, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Publication
January/February - <i>Inspiration</i>	October 19	October 26	December 26
March/April - <i>Writing Communities</i>	January 3	January 10	February 28
May/June - <i>Writing Contests</i>	February 15	February 22	April 25
July/August - <i>Debut Fiction, Agents</i>	April 18	April 25	June 27
September/October - <i>Writing Education</i>	June 20	June 27	August 29
November/December - <i>Independent Publishing</i>	August 22	August 29	October 24

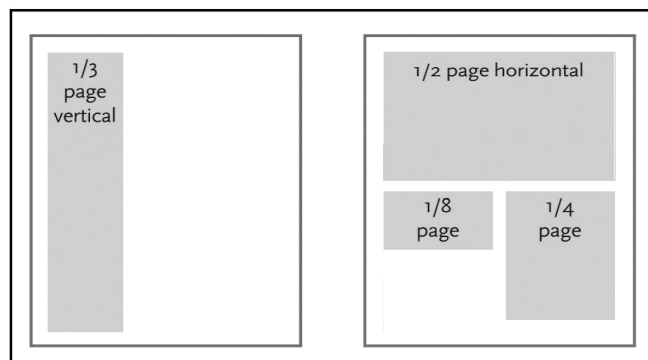
AD DIMENSIONS

7.75 x 10 inches. Perfect Bound.

AD SIZE

Width x Height

Full Page	6.6875" x 8.81"
Full page, full bleed (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

15% surcharge for premium positions in the first 10 pages. \$100 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.