



## ADVERTISING DISPLAY RATES & DEADLINES

### Rates Per Insertion

Color	1x	3x	6x	Black & White	1x	3x	6x
Two-page spread	7,830	7,047	6,264	Two-page spread	6,570	5,913	5,256
Full page	4,360	3,924	3,488	Full page	3,575	3,218	2,860
Half page horizontal	2,470	2,223	1,976	Half page horizontal	2,025	1,823	1,620
Third page vertical	1,920	1,728	1,536	Third page vertical	1,575	1,418	1,260
Quarter page vertical	1,320	1,188	1,056	Quarter page vertical	1,085	977	868
Eighth page	790	711	632	Eighth page horizontal	650	585	520
New Titles	460	414	368				
Back Cover	5,910	5,319	4,728				
Inside Front Cover	5,670	5,103	4,356				
Inside Back Cover	5,415	4,874	4,332				

### Deadlines

For the year 2025, these dates apply (dates & themes are subject to change):

Issue	Reservation date	Materials date	Available Everywhere
January/February - <i>Inspiration</i>	October 17	October 24	December 31
March/April - <i>Writing Communities</i>	January 3	January 9	February 25
May/June - <i>Writing Contests</i>	February 13	February 20	April 22
July/August - <i>Debut Fiction, Agents</i>	April 17	April 24	June 24
September/October - <i>Writing Education</i>	June 19	June 26	August 26
November/December - <i>Independent Publishing</i>	August 21	August 28	October 21

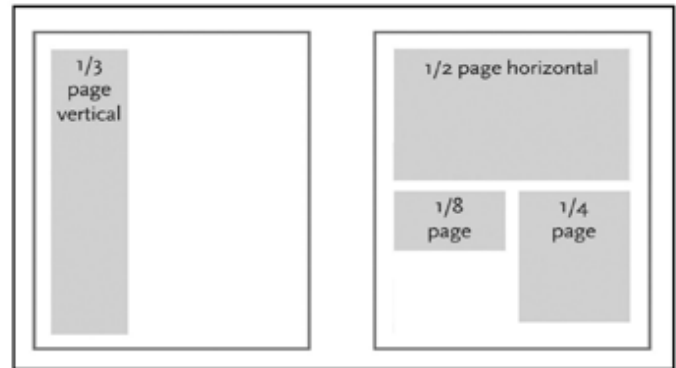
### Page Specifications

7.75 x 10 inches. Perfect Bound.

#### Ad Size

Width x Height

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