E-Newsletter Advertising

The E-Newsletter is sent on the Saturday closest to the first of every month.

Digital Audience

Average monthly visits: 300,000+
Average monthly unique visitors: 31,000
Pages per visit: 5.25
Website users:
Total: 54,700
Members: 15,200
Nonmembers: 39,500

Membership

E-Newsletter

Frequency:
Monthly
Readers: 14,700

Ad Space Price Dimensions

Skyscraper
$380 160 w x 600 h pixels

Button
$255 160 w x 144 h pixels

E-Newsletter Rates

Web Ad Copy Requirements

File size: 50 KB max, 72 dpi
File types: .gif, .jpg, .jpeg, .png

The client must provide a URL to which the ad will be linked.
awpwriter.org

Advertise at awpwriter.org

Each year, more than 330,000 writers, students, editors, and teachers visit the AWP website, where they can find all-inclusive and up-to-date literary news, job listings, publication opportunities, and the most comprehensive national resource available for information about writing programs, conferences, centers, and festivals.

Website & E-Newsletter awpwriter.org Advertising Rates

2015–16

AWP Online Writer's Chronicle

• Conference Publications
• Website & E-Newsletter

Make your reservation today!
Email advertising@awpwriter.org
p (703) 993-4310 f (703) 993-4302 | awpwriter.org/about/advertise_overview

AWP Association of Writers & Writing Programs

awpwriter.org
Reach Teachers, Readers, Writers, & Opinion-Makers

AWP is the threshold to one of North America’s most important literary markets. Advertising with AWP connects you with writers, teachers, students, critics, opinion-makers, and book-lovers. Advertising with AWP is an efficient, cost-effective way to promote your literary press, organization, program, or services.

AWP provides support and community to nearly 50,000 writers, 530 college and university creative writing programs, and 125 writers’ conferences & centers. More than 12,000 people attend the AWP Annual Conference & Bookfair. Our mission is to foster literary achievement; advance the art of writing as essential to a good education; and serve the makers, teachers, students, and readers of contemporary writing.

AWP offers effective marketing through both print and digital publications. You may also rent our mailing lists.

If you are interested in advertising with AWP, please contact the Advertising Manager at advertising@awpwriter.org or (703) 993-4310.

The Writer’s Chronicle

For over four decades, the Writer’s Chronicle has served as a leading source of articles, news, and information for writers, students, and teachers of literature. Each issue features in-depth essays on the craft of writing, as well as extensive interviews with accomplished authors. Readers can also find news on publishing trends and literary controversies; a listing of grants, awards, and publication opportunities available to writers; and a list of upcoming conferences for writers, including the AWP Annual Conference & Bookfair.

The Writer’s Chronicle reaches those who are most actively engaged in contemporary literature: literary writers, teachers, readers, students, editors, publishers, and program administrators. Our apps for tablets and mobile devices extend the reach of your print advertising, allowing the tablet version of your ad to provide a clickable link to your website.

The AWP Conference Program & Planner

AWP’s Conference Program is a full-color, perfect-bound catalog of special events and panel presentations. The program is distributed to all conference attendees. The Planner, an abbreviated schedule that includes site maps and other handy information, features a single full-page, full-color ad on its back cover.

AWP’s gathering is now the largest literary conference and exhibition in North America. More than 12,000 people attended the 2015 Minneapolis Conference to browse the bookfair and enjoy more than 550 offered readings and panel discussions on literature and the art of writing. AWP’s bookfair attracts over 800 exhibitors every year.
Display Advertising Rates & Dimensions
Placement is random. Choose from grayscale or color.

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Grayscale Price</th>
<th>4-Color Price</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page cover</td>
<td>--</td>
<td>$2,785</td>
<td>8.5”w x 10.875”h (add .25” bleed)</td>
</tr>
<tr>
<td>Half page cover</td>
<td>--</td>
<td>$1,405</td>
<td>7.25”w x 4.675”h</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>$1,570</td>
<td>$1,925</td>
<td>8.5”w x 10.875”h (add .25” bleed)</td>
</tr>
<tr>
<td>Full page (no bleed)</td>
<td>$1,430</td>
<td>$1,760</td>
<td>7.25”w x 9.5”h</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>$1,055</td>
<td>$1,355</td>
<td>3.5”w x 9.5”h</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>$1,055</td>
<td>$1,355</td>
<td>7.25”w x 4.675”h</td>
</tr>
<tr>
<td>Junior page</td>
<td>$910</td>
<td>$1,145</td>
<td>4.75”w x 6.375”h</td>
</tr>
<tr>
<td>Third page vertical</td>
<td>$705</td>
<td>$885</td>
<td>2.25”w x 9.5”h</td>
</tr>
<tr>
<td>Third page horizontal</td>
<td>$705</td>
<td>$885</td>
<td>4.75”w x 4.675”h</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$585</td>
<td>$705</td>
<td>3.5”w x 4.675”h</td>
</tr>
<tr>
<td>Sixth page</td>
<td>$490</td>
<td>$585</td>
<td>2.25”w x 4.675”h</td>
</tr>
<tr>
<td>Ninth page</td>
<td>$390</td>
<td>$480</td>
<td>2.25”w x 3”h</td>
</tr>
</tbody>
</table>

Classified Advertising

- Available in our columns: Grants & Awards; Submit; Conferences, Colonies, & Centers; Announcements; and Services
- $120 for the first 50 words; $2.50 per each additional word
- Must be prepaid
- Email text to advertising@awpwriter.org

2015-16 Production Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reserve By</th>
<th>Copy Due</th>
<th>On Stands</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>7/10/15</td>
<td>7/17/15</td>
<td>9/1/15</td>
</tr>
<tr>
<td>October/November</td>
<td>9/4/15</td>
<td>9/11/15</td>
<td>10/15/15</td>
</tr>
<tr>
<td>December</td>
<td>10/9/15</td>
<td>10/16/15</td>
<td>12/1/15</td>
</tr>
<tr>
<td>February</td>
<td>11/20/15</td>
<td>12/4/15</td>
<td>2/1/16</td>
</tr>
<tr>
<td>March/April</td>
<td>1/22/16</td>
<td>1/29/16</td>
<td>3/15/16</td>
</tr>
<tr>
<td>May/Summer</td>
<td>3/4/16</td>
<td>3/11/16</td>
<td>5/1/16</td>
</tr>
</tbody>
</table>
**2016 AWP Annual Conference & Bookfair in Los Angeles**

*Planner & Program*

**2016 Conference**

**Attendees:** 12,000 (estimate)

**Presenters:** 2,200

**Exhibitors:** 800

The program and planner are distributed to all conference attendees.

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**2016 Planner Rate & Dimensions**

The full-page, full-color ad is the *only ad* in the planner.

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>4-Color Price</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back outside cover</td>
<td>$5,970</td>
<td>9”w x 13”h (add .25” bleed)</td>
</tr>
</tbody>
</table>

**2016 Program Rate & Dimensions**

Placement is based on reservation date. All ads are full color.

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>4-Color Price</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front inside cover</td>
<td>$3,255</td>
<td>8.5”w x 10.875”h (add .25” bleed)</td>
</tr>
<tr>
<td>Back inside cover</td>
<td>$2,940</td>
<td>8.5”w x 10.875”h (add .25” bleed)</td>
</tr>
<tr>
<td>Back outside cover</td>
<td>$5,660</td>
<td>8.5”w x 10.875”h (add .25” bleed)</td>
</tr>
<tr>
<td>Two-page spread</td>
<td>$2,090</td>
<td>15.75”w x 9.5”h</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,092</td>
<td>7.25”w x 9.5”h</td>
</tr>
<tr>
<td>Half page</td>
<td>$695</td>
<td>7.25”w x 4.5”h</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$545</td>
<td>3.5”w x 4.5”h</td>
</tr>
</tbody>
</table>

---

**2016 Production Schedule**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reserve By</th>
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<tbody>
<tr>
<td>2016 Planner</td>
<td>12/04/15</td>
<td>12/11/15</td>
</tr>
<tr>
<td>2016 Program</td>
<td>12/04/15</td>
<td>12/11/15</td>
</tr>
</tbody>
</table>

**Enhance Your Marketing through Sponsorship**

If you are interested in sponsoring the AWP Annual Conference & Bookfair, please contact the Director of Development at (703) 993-4540 for information on the many benefits of sponsorship.

---

**Display Ad Copy Requirements**

For the *Writer’s Chronicle* display ads and 2016 conference publication ads, email copy to advertising@awpwriter.org as follows:

- 300 dpi PDF
- Optimized for press
- Fonts and graphics embedded

**FTP Information**

(only for files too large to email)

- Contact advertising@awpwriter.org for log-in and instructions
Website & E-Newsletter

AWP Online

Digital Audience
Average monthly visits: 300,000+
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Pages per visit: 5.25
Website users:
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E-Newsletter
Frequency: Monthly
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Web Advertising Rates & Dimensions
Pro-rated prices are available for irregular durations.

<table>
<thead>
<tr>
<th>Tier</th>
<th>Size</th>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>Skyscraper 160 w x 600 h pixels</td>
<td>2 months</td>
<td>$1,220</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 month</td>
<td>$650</td>
</tr>
<tr>
<td></td>
<td>Button 160 w x 144 h pixels</td>
<td>2 months</td>
<td>$690</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 month</td>
<td>$385</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Skyscraper 160 w x 600 h pixels</td>
<td>2 months</td>
<td>$955</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 month</td>
<td>$520</td>
</tr>
<tr>
<td></td>
<td>Button 160 w x 144 h pixels</td>
<td>2 months</td>
<td>$560</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 month</td>
<td>$315</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Skyscraper 160 w x 600 h pixels</td>
<td>2 months</td>
<td>$690</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 month</td>
<td>$375</td>
</tr>
<tr>
<td></td>
<td>Button 160 w x 144 h pixels</td>
<td>2 months</td>
<td>$425</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 month</td>
<td>$240</td>
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<td>160 w x 600 h pixels</td>
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<td>Button</td>
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Planner
Maps, Grids, & Exhibitor Info

SEATTLE 2014

Planner
Maps, Grids, & Exhibitor Info

2014 Conference Planner.indd   1
12/16/13   12:31 PM

Association of Writers & Writing Programs

awpwriter.org