

ADVERTISING RATES 2020-21



Reserve today! Email advertising@awpwriter.org
(240) 696-7718 | awpwriter.org/about/advertise_overview

Your Guide to Advertising

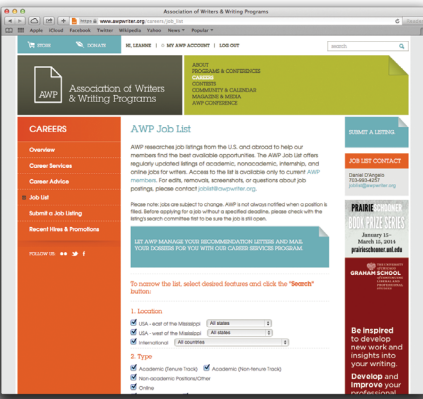
Reach Teachers, Readers, Writers, & Opinion-Makers

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 also an efficient, cost-effective way to promote your literary press, organization, program, or service.

AWP provides support and community to nearly 50,000 writers, 530 college and university creative writing programs, and 150 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 (240) 696-7718.



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.



Association of Writers
& Writing Programs

5700 Rivertech Ct. Suite 225
Riverdale Park, MD, 20737-1250

p (240) 696-7718
advertising@awpwriter.org
awpwriter.org

Print & Classified Advertising

The Writer's Chronicle



The Writer's Chronicle

Print run: 30,000
Publication: 4 issues per academic year
Subscribers: 30,000
Readership/issue: 43,800+

National and international distribution is supplied through Curtis Circulation Company Services. Members of AWP have free access to the magazine's digital app.

Discounts

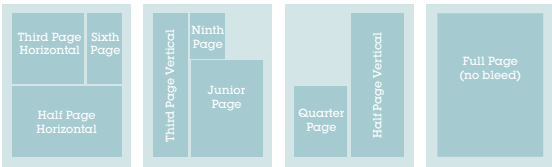
For display ads in *The Writer's Chronicle* only

- 5%.....Prepayment: due by copy deadline
- 5%.....AWP members & member schools
- 5%.....Placement in two issues during contract year
- 10%.... Placement in three or more issues
- 10%.... WC&C membership

Display Ad Rates & Dimensions

Choose from grayscale or color.

Ad Space	Grayscale Price	4-Color Price	Dimensions
Full page cover	--	\$3,069	8.5" w x 10.875" h (add .25" bleed)
Half page cover	--	\$1,549	7.25" w x 4.675" h
Full page with bleed	\$1,729	\$2,119	8.5" w x 10.875" h (add .25" bleed)
Full page (no bleed)	\$1,579	\$1,949	7.25" w x 9.5" h
Half page vertical	\$1,169	\$1,499	3.5" w x 9.5" h
Half page horizontal	\$1,169	\$1,499	7.25" w x 4.675" h
Junior page	\$999	\$1,249	4.75" w x 6.375" h
Third page vertical	\$779	\$979	2.25" w x 9.5" h
Third page horizontal	\$779	\$979	4.75" w x 4.675" h
Quarter page	\$649	\$779	3.5" w x 4.675" h
Sixth page	\$539	\$639	2.25" w x 4.675" h
Ninth page	\$429	\$529	2.25" w x 3" h



Classified Advertising

- Available in our columns: Grants & Awards; Submit; Conferences, & 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

2020-21 Production Schedule

Issue	Reserve By	Copy Due	On Stands
September	7/24/20	7/31/20	9/15/20
November	9/25/20	10/2/20	11/15/20
February	11/27/20	12/4/20	2/1/21
April	3/5/21	3/12/21	4/15/21

Website & Enewsletter

AWP Online

Digital Audience

Average monthly page views: 195,000+
Average monthly sessions: 52,000+
Average monthly visitors: 30,000+
Website users:
Total: 110,550
Members: 12,800
Nonmembers: 97,750

Membership Enewsletter

Average readership: 11,600
Frequency: Twice a month near the 1st and 15th or weekly when more communication is required.

Conference Email

Conference emails are sent to previous and current registered attendees, AWP members, presenters, and exhibitors throughout the year. A conference year runs from March through the end of the conference the following spring. Ads run until they receive 35,000 marketing impressions.

Advertise at awpwriter.org

Each year, more than 327,000 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.

New this year:

Advertise in our Virtual AWP event mailings! Contact advertising@awpwriter.org for more details and special introductory rates.

Website Ad Rates & Dimensions

Prorated prices are available for irregular durations.

Tier	Size	Duration	Price
Premium Tier (50,000+ page views)	Skyscraper 160 w x 600 h pixels	1 month	\$2,999
	Horizontal Banner 500 w x 100 h pixels	1 month	\$2,999
	Button 160 w x 144 h pixels	1 month	\$1,299
Tier 1 (approx. 10,000-20,000 page views)	Skyscraper 160 w x 600 h pixels	2 months	\$2,219
	Button 160 w x 144 h pixels	1 month	\$1,499
		2 months	\$1,299
Tier 2 (approx. 5,000-10,000 page views)	Skyscraper 160 w x 600 h pixels	2 months	\$749
	Button 160 w x 144 h pixels	1 month	\$899
		2 months	\$969
Tier 3 (approx. 1,000-5,000 page views)	Skyscraper 160 w x 600 h pixels	2 months	\$549
	Button 160 w x 144 h pixels	1 month	\$849
		2 months	\$499

Enewsletter Ad Rates

Ad Space	Price	Dimensions
Skyscraper	\$699	160 w x 600 h pixels
Button	\$499	160 w x 144 h pixels

Conference Email Ad Rates

Only one skyscraper available for up to 35,000 impressions.

Ad Space	Price	Dimensions
Skyscraper	\$2,199	160 w x 600 h pixels

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.

No flash or embedded code.