

Web Advertising on
www.awpwriter.org

AWP
eLink

the Writer's CHRONICLE

Advertising Rates 2010–2011

ONLINE ADVERTISING: Since the AWP website gets an average of 66,000 unique visitors a month, it is an excellent venue for your advertisement. Ads will be placed on the index pages of our public site and on our members-only site—eLink. All reservations will be made for a 2-month period. Please allow two working days for the advertisement to be uploaded.

We offer two sizes for online advertising: Button ads and Skyscraper ads. There are two price tiers. Tier One advertisements appear on the frequently visited *AWP Official Guide to Writing Programs, WC&C, or AWP Job List* index pages. Tier Two advertisements appear on the *Writer's Calendar or Chronicle* index pages.

BUTTON ADVERTISEMENTS

First Tier: \$370 / 2 months

Guide, WC&C, or Job List index pages

Second Tier: \$350 / 2 months

Writer's Calendar or Chronicle index pages

SKYSCRAPER ADVERTISEMENTS

First Tier: \$740 / 2 months

Guide, WC&C, or Job List index pages

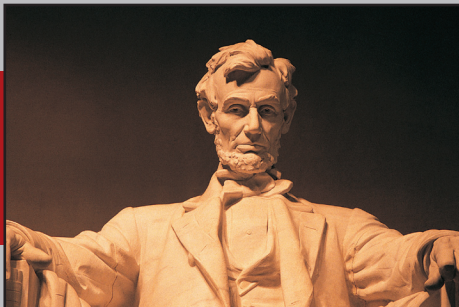
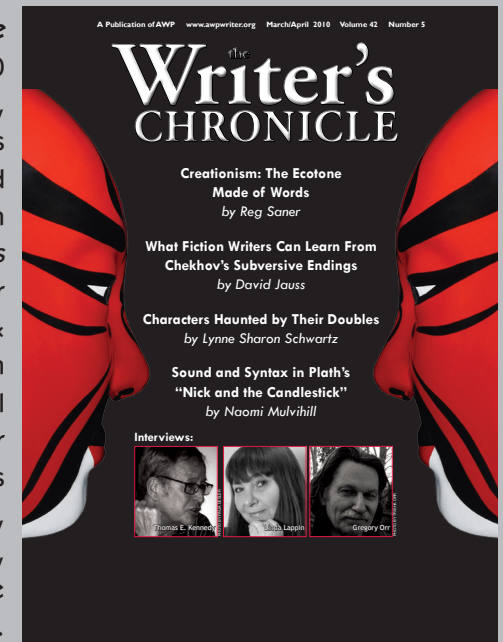
Second Tier: \$700 / 2 months

Writer's Calendar or Chronicle index pages

REQUIREMENTS

- 150 W x 150 H—pixels (button)
- 150 W x 482 H—pixels (skyscraper)
- File size: 50 KB max (button)
- 50 KB max (skyscraper)
- 72 dpi or higher
- File types: .gif, .jpeg, .png
- Client must provide URL to which the ad will be linked.

The Writer's Chronicle enjoys a growing circulation of 34,000 avid subscribers who are writers, students, editors, literary arts professionals, lovers of literature, and faculty members of North American writing programs. *The Writer's Chronicle* is published six times a year during the academic semesters & distributed to bookstores by Ingram Periodicals. Advertise in the annual *AWP Conference Program* and on our website <www.awpwriter.org>. AWP's mailing lists are available for rental, including our Program Director's list, AWP Award Series entrants, and the *Writer's Chronicle* subscribers.



The Association of Writers & Writing Programs
George Mason University, MS 1E3
Fairfax, VA 22030-4444
FedEx: 10808 Kelley Drive, Fairfax, VA 22030-4415

www.awpwriter.org
advertising@awpwriter.org
Phone: (703) 993-4310
Fax: (703) 993-4302

the Writer's CHRONICLE

RATES & DIMENSIONS

Broadsheet format, three columns to each page. Display advertisements are one, two, or three columns wide. Random placement. Additional process color charge.

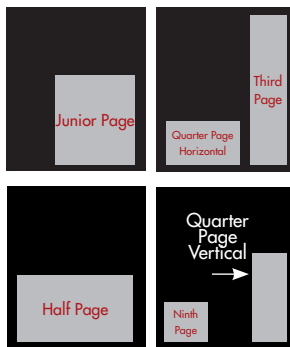
	PRICE	PROCESS COLOR	DIMENSIONS
Full Page	\$1,315	\$300	10 ¹ / ₂ " W x 14" H (add 1/4" for bleed)
Half Page	\$880	\$250	9 ¹ / ₂ " W x 6 ¹ / ₄ " H
Junior Page	\$760	\$200	6 ¹ / ₄ " W x 8 ¹ / ₈ " H
Third Page	\$620	\$150	3" W x 12 ¹ / ₂ " H
Quarter Page	\$485	\$100	
Vertical			3" W x 8 ¹ / ₈ " H
Horizontal			6 ¹ / ₄ " W x 4 ¹ / ₈ " H
Ninth Page	\$320	\$70	3" W x 4 ¹ / ₈ " H

COVER ADVERTISING

Options: front or back inside cover, back outside cover.

Half Page Cover (four color)	\$1,175	9 ¹ / ₂ " W x 6 ¹ / ₄ " H
Full Page Cover (four color)	\$2,330	10 ¹ / ₂ " W x 14" H (add 1/4" for bleed)

SIZES



REQUIREMENTS

- We use only Apple Macintosh computers.
- E-mail PDF file to <advertising@awpwriter.org>.
 - 300 dpi
 - optimized for press
 - fonts and graphics embedded
- Upload large files to our FTP site. (See next page.)
- We do not accept Quark files.

DEADLINES

Issue	Reserve by	Copy Due	Publication
September	07/02/10	07/09/10	09/01/10
Oct/November	08/20/10	08/27/10	10/15/10
December	09/24/10	10/01/10	12/01/10
February	11/24/10	12/03/10	02/01/11
March/April	01/21/11	01/28/11	03/15/11
May/Summer	03/11/11	03/18/11	05/01/11

CLASSIFIED ADVERTISING

Available in our columns:
 "Submit" • "Grants & Awards" • "Services"
 "Conferences, Colonies, & Centers"

- \$105 for the first 50 words; \$2 per additional word.
- Must be prepaid.
- E-mail text to <advertising@awpwriter.org>

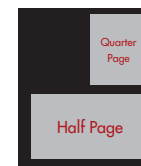
DISCOUNTS for display ads only

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

2011 AWP • Washington, DC Conference & Bookfair Program

THE AWP ANNUAL CONFERENCE AND BOOKFAIR has become an essential gathering for writers and those in the literature field. Over 8,500 people attend each year. By advertising in the *Conference and Bookfair Program*, you reach 8,500 avid readers and book-buyers; impress teachers who assign books; and influence literary reviewers, critics, and opinion-makers. Display advertising space is available in the following sizes:

	PRICE (4-COLOR)	DIMENSIONS
Front Inside Cover	\$2,760	8 ¹ / ₄ " W x 10 ¹ / ₂ " H (add 1/4" for bleed)
Back Inside Cover	\$2,460	8 ¹ / ₄ " W x 10 ¹ / ₂ " H (add 1/4" for bleed)
Back Outside Cover	\$4,740	8 ¹ / ₄ " W x 10 ¹ / ₂ " H (add 1/4" for bleed)
Double-Truck	\$1,750	16 ¹ / ₂ " W x 10 ¹ / ₂ " H (add 1/4" for bleed)
Full Page	\$ 900	8 ¹ / ₄ " W x 10 ¹ / ₂ " H (add 1/4" for bleed)
Half Page	\$ 575	7 ¹ / ₄ " W x 4 ¹ / ₂ " H
Quarter Page	\$ 465	3 ¹ / ₂ " W x 4 ¹ / ₂ " H



CONFERENCE PLANNER BACK OUTSIDE 4-COLOR FULL BLEED \$5,000

9" W x 12" H **NEW!**
(ONLY AD IN THE PLANNER!)

RESERVATION DEADLINE: OCTOBER 29, 2010

COPY DEADLINE: NOVEMBER 05, 2010

All copy requirements are the same as for the *Writer's Chronicle*.

FTP INFORMATION

- E-mail: <advertising@awpwriter.org> for login and password.
- In the URL location bar, type <ftp://ftp.awpwriter.org>, then enter username and password. Browser window is connected to our FTP server.
- Create a unique folder and upload your files.
- Close browser to disconnect.



AWP Mailing Lists

AWP'S MAILING LIST is the best way to reach writers, students, teachers, and readers of contemporary literature—those who buy books, who attend conferences, who enroll in writing programs, or who buy software and other supplies or services designated for literary professionals and lovers of literature. Select portions of AWP lists are available for rental, including our Program Director's list, AWP Award Series entrants, and the *Writer's Chronicle* subscribers. Please call AWP at (703) 993-4301 for up-to-date information, or e-mail <awp@awpwriter.org>.