

**New  
Format!**

# the Writer's CHRONICLE

## RATES & DIMENSIONS

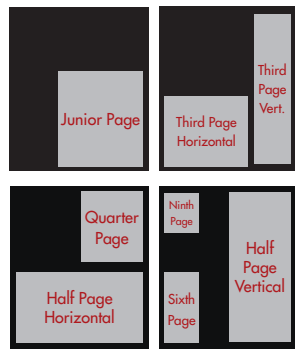
Random placement for advertisement.  
Additional process color charge.

	PRICE	COLOR	DIMENSIONS
Full Page (with bleed)	\$1,350	\$300	8.5" W x 10.875" H (add 0.25" for bleed)
Full Page (no bleed)	\$1,225	\$275	7.25" W x 9.5" H
Half Page	\$905	\$250	
Vertical			3.5" W x 9.5" H
Horizontal			7.25" W x 4.675" H
Junior Page	\$780	\$200	4.75" W x 6.375" H
Third Page	\$605	\$150	
Vertical			2.25" W x 9.5" H
Horizontal			4.75" W x 4.675" H
Quarter Page	\$500	\$100	3.5" W x 4.675" H
Sixth Page	\$420	\$80	2.25" W x 4.675" H
Ninth Page	\$330	\$70	2.25" W x 3" H

## COVER ADVERTISING

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

Full Page Cover (4-color)	\$2,390	8.5" W x 10.875" H (add 0.25" for bleed)
Half Page Cover (4-color)	\$1,205	7.25" W x 4.675" H



## DEADLINES

Issue	Reserve by	Copy Due	Publication
September	07/01/11	07/08/11	09/01/11
Oct/Nov	08/19/11	08/26/11	10/15/11
December	09/23/11	09/30/11	12/01/11
February	11/23/11	12/02/11	02/01/12
March/April	01/20/12	01/27/12	03/15/12
May/Summer	03/09/12	03/16/12	05/01/12

## CLASSIFIED ADVERTISING

Available in our columns:

"Grants & Awards" • "Submit" • "Services"  
"Conferences, Colonies, & Centers"

- \$110 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

## 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 facing page.)

# 2012 AWP Chicago, IL

February 29 — March 3

THE AWP ANNUAL CONFERENCE AND BOOKFAIR has become an essential gathering for writers & 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; & influence literary reviewers, critics, & opinion-makers.



## Conference & Bookfair Program

Display advertising space is available in the following sizes:

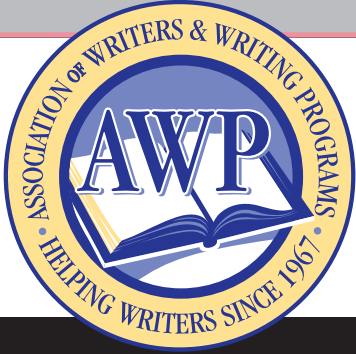
	PRICE (4-COLOR)	DIMENSIONS
Front Inside Cover	\$2,830	8.25" W x 10.5" H (add 1/4" for bleed)
Back Inside Cover	\$2,520	8.25" W x 10.5" H (add 1/4" for bleed)
Back Outside Cover	\$4,860	8.25" W x 10.5" H (add 1/4" for bleed)
Double-Truck	\$1,795	16.5" W x 10.5" H (add 1/4" for bleed)
Full Page	\$ 925	8.25" W x 10.5" H (add 1/4" for bleed)
Half Page	\$ 590	7.25" W x 4.5" H
Quarter Page	\$ 475	3.5" W x 4.5" H
Conference Planner Back Outside Cover (Only Ad in the Planner!)	\$5,125	9" W x 12" H



## FTP INFORMATION

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





Advertise Online at  
[www.awpwriter.org](http://www.awpwriter.org)

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 & 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 & 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

150 W x 150 H-pixels

**First Tier: \$390 / 2 months**

*Guide, WC&C, or Job List* index pages

**Second Tier: \$370 / 2 months**

*Writer's Calendar* or *Chronicle* index pages

#### SKYSCRAPER ADVERTISEMENTS

150 W x 482 H-pixels

**First Tier: \$780 / 2 months**

*Guide, WC&C, or Job List* index pages

**Second Tier: \$735 / 2 months**

*Writer's Calendar* or *Chronicle* index pages

#### REQUIREMENTS

- File size: 50 KB max
- 72 dpi or higher
- File types: .gif, .jpeg, .png
- Client must provide URL to which the ad will be linked.



## AWP Mailing Lists

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

# the Writer's CHRONICLE

## Advertising Rates 2011–2012

**New  
Format!**



Please note that our ad dimensions have changed. With our September 2011 issue, the *Writer's Chronicle* will be published in a magazine format with improved paper stock to enhance our growing newsstand sales & the impact of your advertising.

#### The *Writer's Chronicle*

enjoys a growing circulation of 35,000 avid subscribers who are writers, students, editors, literary arts professionals, lovers of literature, & faculty members of North American writing programs. The *Writer's Chronicle* is published six times a year during the academic semesters & distributed to bookstores nationwide. Advertise in the annual

*AWP Conference and Bookfair Program* & on our website <[www.awpwriter.org](http://www.awpwriter.org)>. AWP's mailing lists are available for rental, including our Program Director's list, AWP Award Series entrants, & the *Writer's Chronicle* subscribers.

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