

# Website & Enewsletter

## AWP Online

### Digital Audience

**Average monthly pageviews:**

230,000+

**Average monthly sessions:**

54,000+

**Average monthly visitors:** 27,000+

**Website users:**

Total: 89,700

Members: 14,300

Nonmembers: 75,000

### Membership Enewsletter

**Average readership:** 14,200

**Frequency:** Twice monthly on

or around the 1<sup>st</sup> and 15<sup>th</sup>

### Conference Email

Conference emails are sent to previous and current registered attendees, AWP members, presenters, and exhibitors throughout the year. Ads run until they receive 35,000 marketing impressions.

### Advertise at awpwriter.org

Each year, more than 324,000 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.

**Call or email for  
deadlines.**

# Conference App

## Advertising Rates & Dimensions

Placement is based on reservation date.

Ad Space	Price	Dimensions
Conference Event App Banner (6 max)	\$1,325	Height to width ratio 1:6 Max. file size: 500 kb
Conference Event App Splash Page (1 space available)	\$3,855	1200 x 1200 pixels
Push Notifications (2 times daily)	\$550	Title (60 characters max., including spaces) Description (250 characters max., including spaces), Logo
Dynamic Widget	\$4,000	Single size widget: 300 x 250 pixels Double size widget: 600 x 250 pixels
Loading Image	\$3,855	Max. width: 300 pixels Max. height: 150 pixels

### 2019 App Schedule

Ad Space	Reserve By	Copy Due
Banner, Splash, Dynamic Widget, & Loading Image Pages	10/26/18	11/2/18
Push Notifications	2/22/19	3/1/19

## Web Advertising 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	\$3,900
	Horizontal Banner 500 w x 100 h pixels	1 month	\$3,900
Tier 1 (approx. 10,000–20,000 page views)	Skyscraper 160 w x 600 h pixels	2 months	\$2,110
		1 month	\$1,120
	Button 160 w x 144 h pixels	2 months	\$1,195
		1 month	\$670
Tier 2 (approx. 5,000–10,000 page views)	Skyscraper 160 w x 600 h pixels	2 months	\$1,650
		1 month	\$900
	Button 160 w x 144 h pixels	2 months	\$970
		1 month	\$545
Tier 3 (approx. 1,000–5,000 page views)	Skyscraper 160 w x 600 h pixels	2 months	\$1,195
		1 month	\$645
	Button 160 w x 144 h pixels	2 months	\$735
		1 month	\$415

### Enewsletter Rates

Ad Space	Price	Dimensions
Skyscraper	\$655	160 w x 600 h pixels
Button	\$440	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	\$2,095	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.



100,000+ INDIVIDUAL MARKETING IMPRESSIONS ON CONFERENCE EVENT APP ADS!



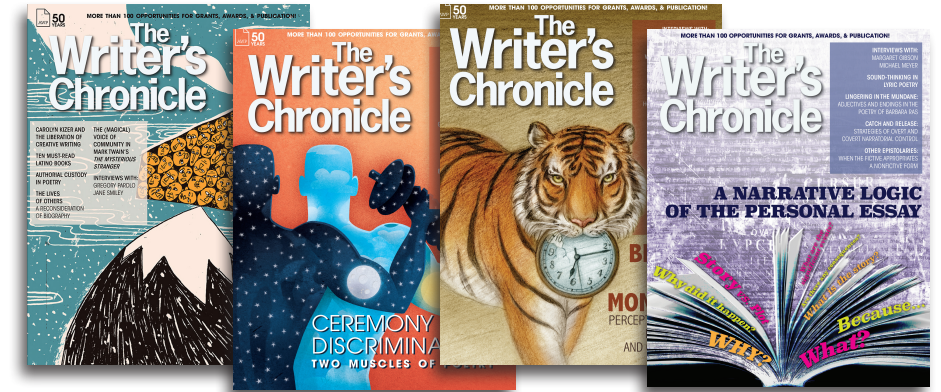
Association of Writers & Writing Programs

awpwriter.org



# Advertising Rates 2018–19

Writer's Chronicle ■ Conference Publications ■ Website & Enewsletter



**Reserve today!** Email [advertising@awpwriter.org](mailto:advertising@awpwriter.org)  
p (301) 226-9715 f (301) 226-9797 | [awpwriter.org/about/advertise\\_overview](http://awpwriter.org/about/advertise_overview)



Association of Writers & Writing Programs

awpwriter.org

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 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](mailto:advertising@awpwriter.org) or (301) 226-9715.



Association of Writers & Writing Programs

University of Maryland  
5245 Greenbelt Rd Box #246  
College Park, MD, 20740

p (301) 226-9715  
f (301) 226-9797  
[advertising@awpwriter.org](mailto:advertising@awpwriter.org)  
[awpwriter.org](http://awpwriter.org)

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 2018 Tampa, FL Conference to browse the bookfair and enjoy over 550 offered readings and panel discussions on literature and the art of writing. AWP’s bookfair attracts over 800 exhibitors every year.

The Writer’s Chronicle



The Writer's Chronicle

Print run: 30,000  
Publication: 6 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

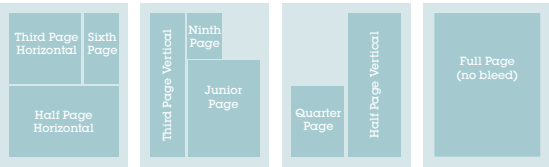
- 5% .... Prepayment: due by copy deadline
- 5% .... AWP members & member schools
- 5% .... Placement in two issues during contract year
- 10% .. Placement in three or more issues
- 10% .. WC&C membership

Print & Classified Advertising

Display Advertising Rates & Dimensions

Choose from grayscale or color.

Ad Space	Grayscale Price	4-Color Price	Dimensions
Full page cover	--	\$3,070	8.5" w x 10.875" h (add .25" bleed)
Half page cover	--	\$1,550	7.25" w x 4.675" h
Full page with bleed	\$1,730	\$2,120	8.5" w x 10.875" h (add .25" bleed)
Full page (no bleed)	\$1,575	\$1,945	7.25" w x 9.5" h
Half page vertical	\$1,165	\$1,500	3.5" w x 9.5" h
Half page horizontal	\$1,165	\$1,500	7.25" w x 4.675" h
Junior page	\$1,000	\$1,260	4.75" w x 6.375" h
Third page vertical	\$775	\$975	2.25" w x 9.5" h
Third page horizontal	\$775	\$975	4.75" w x 4.675" h
Quarter page	\$645	\$775	3.5" w x 4.675" h
Sixth page	\$540	\$645	2.25" w x 4.675" h
Ninth page	\$430	\$530	2.25" w x 3" h



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](mailto:advertising@awpwriter.org)

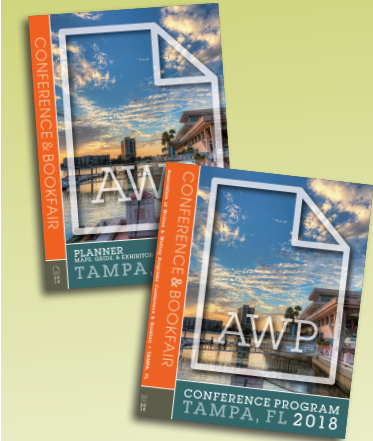
2018-19 Production Schedule

Issue	Reserve By	Copy Due	On Stands
September	7/6/18	7/13/18	9/1/18
October/November	8/31/18	9/7/18	10/15/18
December	10/5/18	10/12/18	12/1/18
February	11/21/18	11/30/18	2/1/19
March/April	1/18/19	1/25/19	3/15/19
May/Summer	3/15/19	3/22/19	5/1/19

2019 Conference Advertising

#AWP19 Conference & Bookfair in Portland, Oregon

Planner & Program



2018 Conference

Attendees: 12,000+  
Presenters: 2,000+  
Exhibitors: 600+

The program and planner are distributed to all conference attendees.

2019 Production Schedule

Issue	Reserve By	Copy Due
2019 Planner	12/3/18	12/10/18
2019 Program	12/3/18	12/10/18

Enhance Your Marketing through Sponsorship

If you are interested in sponsoring the AWP Annual Conference & Bookfair, please contact the Director of Development at (301) 226-9718 for information on the many benefits of sponsorship.

2019 Planner Rate & Dimensions

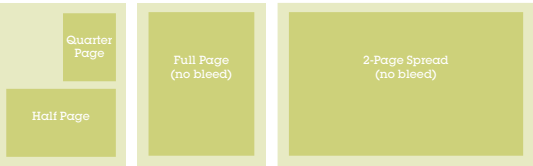
The full-page, full-color ad is the **only ad** in the planner.

Ad Space	4-Color Price	Dimensions
Back outside cover	\$6,585	9" w x 13" h (add .25" bleed)

2019 Program Rate & Dimensions

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

Ad Space	4-Color Price	Dimensions
Front inside cover	\$3,585	8.5" w x 10.875" h (add .25" bleed)
Back inside cover	\$3,240	8.5" w x 10.875" h (add .25" bleed)
Back outside cover	\$6,245	8.5" w x 10.875" h (add .25" bleed)
Two-page spread	\$2,305	15.75" w x 9.5" h
Full page	\$1,200	7.25" w x 9.5" h
Half page	\$765	7.25" w x 4.5" h
Quarter page	\$595	3.5" w x 4.5" h



Display Ad Copy Requirements

For *The Writer's Chronicle* display ads and 2019 conference publication ads, email copy to [advertising@awpwriter.org](mailto: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](mailto:advertising@awpwriter.org) for log-in and instructions