

Website & Enewsletter

AWP Online

Digital Audience

Average monthly pageviews:

220,000+

Average monthly sessions:

50,000+

Average monthly visitors: 26,000+

Website users:

Total: 100,800

Members: 15,400

Nonmembers: 85,400

Membership Enewsletter

Average readership: 13,000

Frequency: Twice monthly on

or around the 1st and 15th

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 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

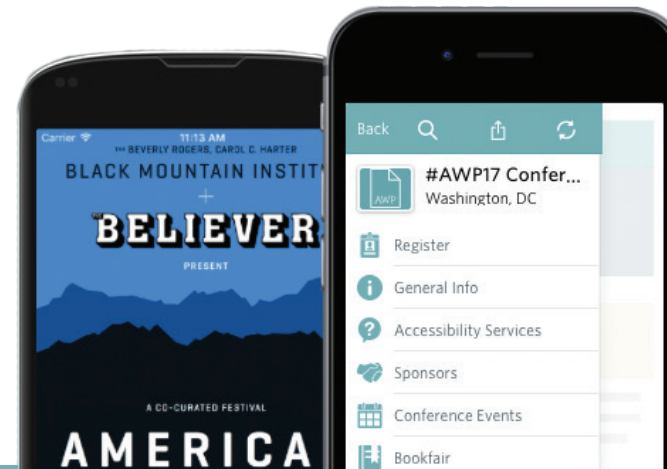
Advertising Rates & Dimensions

Placement is based on reservation date.

Ad Space	Price	Dimensions
Conference Event App Banner (6 max)	\$1,299	Height to width ratio 1:6 Max. file size: 500 kb
Conference Event App Splash Page (1 space available)	\$3,859	1200 x 1200 pixels
Push Notifications (2 times daily)	\$549	Title (60 characters max., including spaces) Description (250 characters max., including spaces), Logo
Dynamic Widget	\$3,999	Single size widget: 300 x 250 pixels Double size widget: 600 x 250 pixels
Loading Image	\$3,899	Max. width: 300 pixels Max. height: 150 pixels

2020 App Schedule

Ad Space	Reserve By	Copy Due
Banner, Splash, Dynamic Widget, & Loading Image Pages	10/25/19	11/1/19
Push Notifications	2/3/20	2/10/20



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



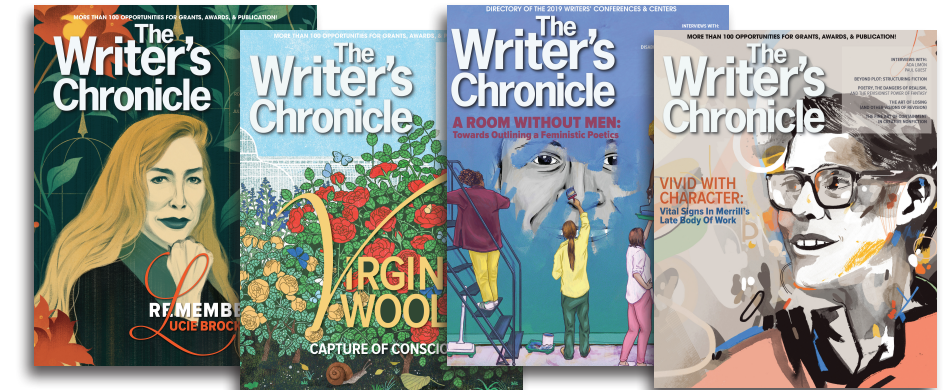
Association of Writers
& Writing Programs

awpwriter.org

AWP Advertising Rates

Association of Writers & Writing Programs 2019-20

The Writer's Chronicle ■ Conference Publications ■ Website & Enewsletter



Reserve today! Email advertising@awpwriter.org

p (240) 696-7718 | awpwriter.org/about/advertise_overview



Association of Writers
& Writing Programs

awpwriter.org

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	\$2,999
	Horizontal Banner 500 w x 100 h pixels	1 month	\$2,999
	Button 160 w x 144 h	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
	Button 160 w x 144 h pixels	2 months	\$1,299
Tier 2 (approx. 5,000-10,000 page views)	Skyscraper 160 w x 600 h pixels	1 month	\$749
	Skyscraper 160 w x 600 h pixels	2 months	\$1,649
	Button 160 w x 144 h pixels	1 month	\$899
Tier 3 (approx. 1,000-5,000 page views)	Skyscraper 160 w x 600 h pixels	2 months	\$969
	Skyscraper 160 w x 600 h pixels	1 month	\$549
	Button 160 w x 144 h pixels	2 months	\$849
	Button 160 w x 144 h pixels	1 month	\$499
	Button 160 w x 144 h pixels	2 months	\$549
	Button 160 w x 144 h pixels	1 month	\$349

Enewsletter 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.

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 or (240) 696-7718.



Association of Writers & Writing Programs

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

p (240) 696-7718
advertising@awpwriter.org
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 2019 Portland, OR 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: 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

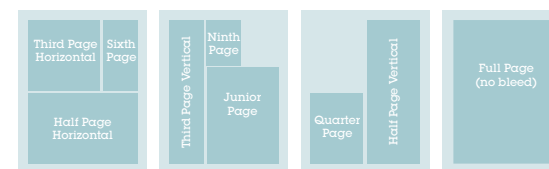
10% .. Placement in three or more issues

10% .. WC&C membership

Display Advertising 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

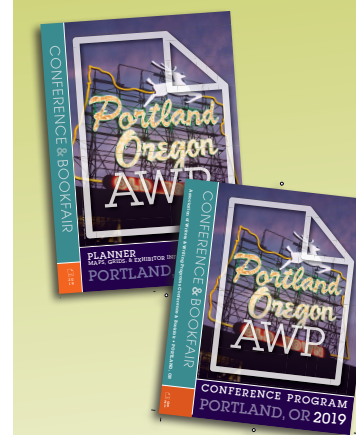
- Available in our columns: **Grants & Awards; Submit; Conferences, Colonies, & Centers; Announcements; and Services**
- \$120 for the first 50 words; \$2.50 per each additional word
- Must be prepaid
- Email text to advertising@awpwriter.org

2019-20 Production Schedule

Issue	Reserve By	Copy Due	On Stands
September	7/26/19	8/2/19	9/15/19
November	9/27/19	10/4/19	11/15/19
February	11/29/19	12/6/19	2/1/20
April	2/28/20	3/6/20	4/15/20

#AWP19 Conference & Bookfair in Portland, Oregon

Planner & Program



2019 Conference

Attendees: 12,000+

Presenters: 2,000+

Exhibitors: 800+

The program and planner are distributed to all conference attendees.

2020 Production Schedule

Issue	Reserve By	Copy Due
2020 Planner	11/29/19	12/6/19
2020 Program	11/29/19	12/6/19

Enhance Your Marketing through Sponsorship

If you are interested in sponsoring the AWP Annual Conference & Bookfair, please contact the Director of Development at (240) 696-8287 for information on the many benefits of sponsorship.

2020 Planner Rate & Dimensions

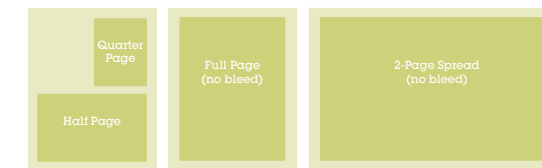
The full-page, full-color ad is the **only ad** in the planner.

Ad Space	4-Color Price	Dimensions
Back outside cover	\$6,999	9" w x 13" h (add .25" bleed)

2020 Program Rate & Dimensions

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

Ad Space	4-Color Price	Dimensions
Front inside cover	\$3,759	8.5" w x 10.875" h (add .25" bleed)
Back inside cover	\$3,399	8.5" w x 10.875" h (add .25" bleed)
Back outside cover	\$6,559	8.5" w x 10.875" h (add .25" bleed)
Two-page spread	\$2,419	15.75" w x 9.5" h
Full page	\$1,259	7.25" w x 9.5" h
Half page	\$799	7.25" w x 4.5" h
Quarter page	\$625	3.5" w x 4.5" h



Display Ad Copy Requirements

For *The Writer's Chronicle* display ads and 2020 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