

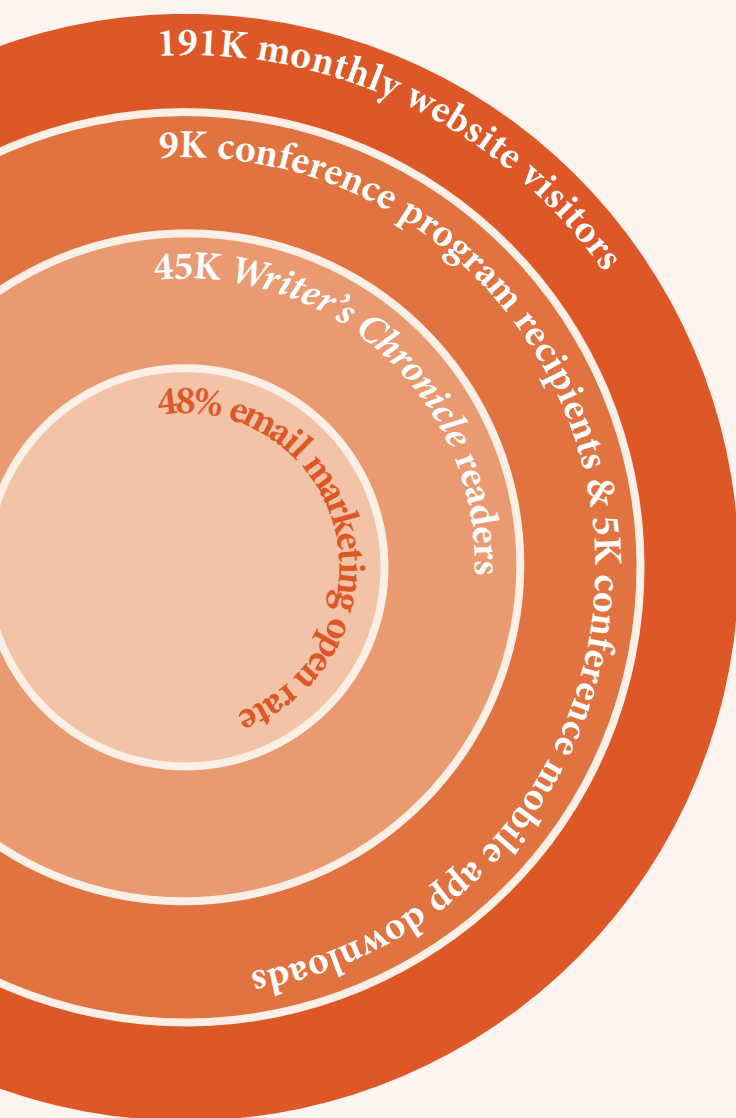


ADVERTISING RATES 2023–24

The Writer's Chronicle ■ Website Advertising ■ Email Marketing ■ Conference & Bookfair

awpwriter.org/about/advertise_overview

REACH OUR AUDIENCE!



*Conference advertising stats are representative of the #AWP23 Conference & Bookfair

Since 1967, AWP has been a trusted source of literary news and a hub for creative writers. In addition to advertising your products and services to thousands of writers at our yearly gathering, you can put your messaging in front of our robust audience of students, teachers, authors, and readers year-round. We offer the following ad venues:

- *The Writer's Chronicle* magazine
- High-performing webpages
- Biweekly newsletter
- Conference program, app, and mailings

Discounts

Multiple Placement Discounts:

Applies to multiple ads booked in a single transaction across any advertising property.

- 5% two ads
- 10% three ads
- 15% four ads
- 20% five ads

Member Discounts:

Applies to all types of advertising

- 5% AWP members & member schools
- 10% WC&C membership

*The greater of the two member discounts will be applied.

Prepaid Policy

AWP only accepts prepaid advertising. For newsletter and web advertising, payment and copy will be due two weeks prior to placement. For *The Writer's Chronicle* and conference advertising, payment and copy will be due one month prior to placement.

If payment is not received by the deadline, we will not be able to place the ad. We strongly encourage advertisers to pay via credit card or ACH to avoid postal delays that could affect paper checks. University accounts unable to make payment via credit card may provide a signed and dated purchase order by the prepayment deadline to ensure that the ad is placed. Full payment will be due within one month of the purchase order date.

440 Monticello Ave, Ste 1802, PMB 73708
Norfolk, Virginia 23510-2670

advertising@awpwriter.org

DIGITAL MAGAZINE ADVERTISING

The Writer's Chronicle Has Gone Digital

The Writer's Chronicle is now exclusively offered in an all-new digital format, online and on the mobile app. This means that ads have become interactive—include a URL with your display ad so that readers can be directed to your desired webpage with just one click!

The Writer's Chronicle

Publication: 4 issues per academic year
Readership: 45,000

Members of AWP have free access to the magazine, which includes current issues and our full archive.

Alt Text

Please include descriptive, concise alt text with display ads, website ads, and email marketing ads. Use this text to condense the copy of your ad (e.g. “Apply now to the AWP University creative writing MFA program.”) If your own alt text is not provided, it will be written by the advertising and publication teams.

2023–24 Production Schedule

Issue	Payment & Copy Due By	Goes Live
September	8/1/23	9/1/23
November	10/1/23	11/1/23
February	1/1/24	2/1/24
April	3/1/24	4/1/24

Classified Advertising

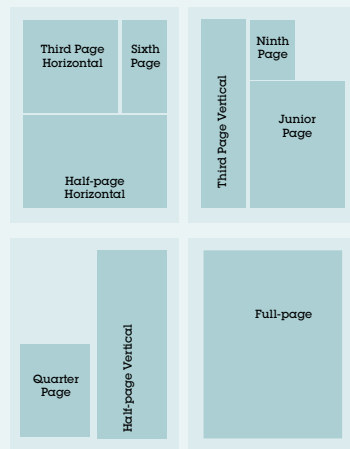
- Available in our columns: Grants & Awards; Submit; Conferences & Centers; Announcements; and Services
- \$120 for the first 50 words; \$2.50 per each additional word
- Must be prepaid
- Email text and desired column to advertising@awpwriter.org



Display Ad Rates & Dimensions

Ad Space	2023–2024	Dimensions
Full-page preview pages	\$3,069	8.5" W x 10.875" H
Half-page preview pages	\$1,549	7.25" W x 4.675" H
Full-page	\$1,949	7.25" W x 9.5" H
Half-page vertical	\$1,499	3.5" W x 9.5" H
Half-page horizontal	\$1,499	7.25" W x 4.675" H
Junior-page	\$1,249	4.75" W x 6.375" H
Third-page vertical	\$979	2.25" W x 9.5" H
Third-page horizontal	\$979	4.75" W x 4.675" H
Quarter-page	\$779	3.5" W x 4.675" H
Sixth-page	\$639	2.25" W x 4.675" H
Ninth-page	\$529	2.25" W x 3" H

*Preview pages are visible to all users and are not limited to subscribers and members who are logged in.



WEBSITE ADVERTISING

Website Ad Rates & Dimensions

Prorated prices are available for irregular durations.

Tier	Size	Duration	2023–2024
Tier 1	Skyscraper 160px w x 600px h	1 month	\$2,999
	Horizontal Banner 500px w x 100px h	1 month	\$2,999
	Button 160px w x 144px h	1 month	\$1,299
Tier 2	Skyscraper 160px w x 600px h	2 months	\$1,649
		1 month	\$899
	Button 160px w x 600px h	2 months	\$969
		1 month	\$549
Tier 3	Skyscraper 160px w x 600px h	2 months	\$849
		1 month	\$499
	Button 160px w x 144px h	2 months	\$549
		1 month	\$349

AWP Digital Audience

Average monthly page views: 2.9K
Average monthly visitors: 191K
Total website users: 2.3M

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, as well as Alt Text for the ad.
No flash or embedded code.

Webpages Offered

Tier 1
(20,000 page views/month)

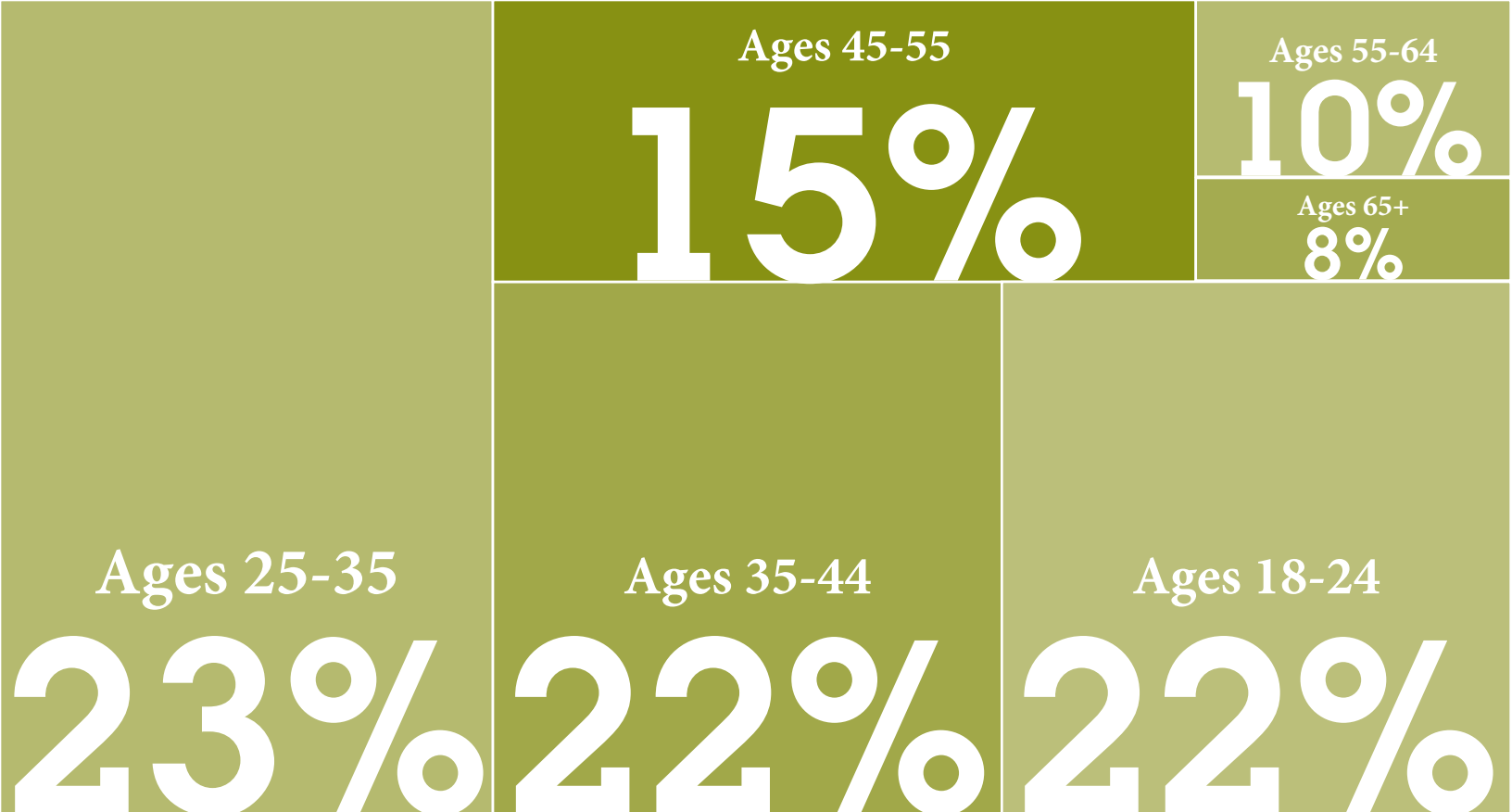
- **AWP Conference:**
Overview, AWP Conference Schedule (limited availability)

Tier 2
(5,000-10,000 page views/month)

- **Conference:**
Registration Overview
- **Careers:**
Job List

Tier 3
(1,000-5,000 page views/month)

- **About:**
Overview
- **Contests:**
Overview, Opportunities for Grants, Awards, & Publication, AWP Award Series, Kurt Brown Prizes
- **Magazine & Media:**
The Writer's Chronicle Overview, *The Writer's Chronicle* Features Archive, The Writer's Notebook
- **AWP Conference:**
Featured Events (limited availability), List of Exhibitors & Floor Plan (limited availability)
- **WC&C:**
Directory of Conferences & Centers
- **Guide:**
Guide to Writing Programs



AWP Website User Age Demographics

AWP Website User Gender Demographics



*Google Analytics does not provide information on the nonbinary gender demographic.

EMAIL ADVERTISING

Newsletter Subscribers: over 45K
Average email open rate: 48%
Frequency of newsletter mailing: biweekly
(every other week)

Newsletter Dates

May 2, 16 & 30, 2023
June 13 & 27, 2023
July 11 & 25, 2023
August 8 & 22, 2023
September 5 & 19, 2023
October 10 & 24, 2023
November 7 & 21, 2023
December 5 & 19, 2023
January 9 & 23, 2024
February 6 & 20, 2024
March 5 & 19, 2024
April 2, 16, & 30, 2024

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, as well as Alt Text for the ad.
No flash or embedded code.

Newsletter Rates

Ad Space	2023-2024	Dimensions
Skyscraper	\$699	160px w x 600px h
Button	\$499	160px w x 144px h
Below-the-fold Banner	\$499	600px w x 160px h

*We also sell ad space (below-the-fold banner only) in our Program Director mailings, Virtual AWP reminders, and *The Writer's Chronicle* issue notification emails. Email advertising@awpwriter.org for details.

Association of Writers & Writing Programs
Your AWP Updates

IMPORTANT DATES
May 1–June 30: Recent grads can purchase a membership at the student rate.

WRITERS WEEK
JUNE 26-29 2023
Week long workshops and events featuring:
Willie Perdomo
Allison Hedge Coke
Angela Wroble
Vanessa Maff
Marco Montoya
and more!
REGISTER NOW!

Read the Latest Issue of The Writer's Chronicle
The April 2023 issue of *The Writer's Chronicle* is now live! Inside you will find a feature on Booker-shortlisted novelist Deborah Levy, an interview with poet Feda Brown, a look at Plaubert's use of the "fâneur," a guide to writing love poems that don't suck, and so much more. We introduce you to our 2023 Intro Journals Project winners and honorable mentions, and as always, you can find dozens of opportunities to submit your work and places to go write your next essay, poem, or story.
This issue is also the final one for longtime editor and director of publications, Supriya Bhatnagar. If you've enjoyed the *Chronicle* over the last twenty-five years, send her a note to say so! Happy reading!

Celebrate Arab American Heritage Month
Honor the rich history of Arab American heritage this April by browsing our [Writer's Issues page](#). Find an online event, a new read from our staff-curated [Bookshop.org](#) list, watch a past AWP panel, or read an article from *The Writer's Chronicle* archives.

Check Out Our New Blog Series: Creative Writing Currently
We are launching a new blog series to highlight news and updates from AWP member programs. This [first installment](#) features Belmont University's creation of a brand-new MFA program. If your

2024 CONFERENCE ADVERTISING

Ad Copy Requirements

For Button ads:

- Limit ad copy to one line of text

For Skyscraper and Horizontal Banner ads:

- Limit ad copy to two lines of text

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 login and instructions

#AWP24 Mobile App

Splash Screen: \$3,855

1 available

(1150px by 2732px .png or .jpeg)

Banner Ad: \$1,325

6 available

(640px wide by 110px tall, .png)

Push notification: \$2,000

1 notification, 3 available

(1,024 character limit)

Enhance Your Marketing through Sponsorship

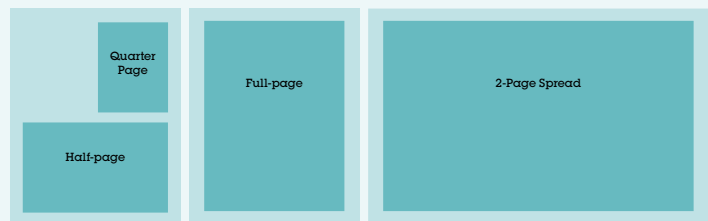
If you are interested in sponsoring the annual AWP Conference & Bookfair, please contact Claire Johnson at sponsorship@awpwriter.org for information on the many benefits of sponsorship.

The digital conference program is emailed to thousands of attendees and placed prominently on our website. Looking to get lots of eyes on your ad? Book in the AWP conference program!

2024 Program Rates & Dimensions

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

Ad Space	Price	Dimensions
Full-page (first 10 pages)	\$3,759	8.5" w x 10.875" h
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



The #AWP24 program will be produced digitally and emailed directly to all conference attendees, but will not be printed.

2024 Production Schedule

Issue	Payment & Copy Due
2024 Program	11/3/23

Conference Mailings

AWP sends multiple emails to the following groups throughout each conference cycle. To book, please email advertising@awpwriter.org with the audience you would like to reach and your desired timeframe.

Ad Space	Audience	Price	Dimensions
Below-the-fold Banner	General attendees	\$699	600px w x 160px h
	Presenters	\$499	
	Exhibitors	\$499	