



THE POETRY PROJECT

October/November 2018

Issue #256

THE POETRY PROJECT NEWSLETTER

2019-20 Advertising Kit

ABOUT

The Poetry Project Newsletter is a quarterly publication issued in 29 ½ x 23 ½ ” broadsheet format, edited by Poetry Project staff and a rotating collective of editors.

Founded in 1966, The Poetry Project has continued to furnish encouragement and resources to poets, writers, artists, and performers whose work is experimental, innovative and pertinent to writing that proposes fresh aesthetic, cultural, philosophical, and political approaches to contemporary society. Through its programming, workshops, publications, website, and special events, The Poetry Project promotes, fosters and inspires the reading and writing of contemporary poetry. The Poetry Project is a 501(c)(3) nonprofit organization.

FREQUENCY

The Poetry Project Newsletter is published quarterly (4 issues/season; Nov/Dec/Jan, Feb/March/April, May/June/July, & Aug/Sept/Oct).

CIRCULATION + DISTRIBUTION

A print run of 1,500 copies per issue is distributed locally, nationally and internationally. Readership includes, but is not limited to, poets, writers, artists, students, professors, and researchers.

ADVERTISING RATES

	DIMENSIONS	REGULAR	NON-PROFIT*	CONSECUTIVE°
Full Page	W: 7 x H: 9.5"	\$375	\$318.75	\$337.50/Ad
Half Page	W: 7 x H: 4.75" W: 3.5 x H: 9.5"	\$250	\$212.50	\$225/Ad
1/3 Page	W: 7 x H: 3.25" W: 4.5 x H: 5" W: 2.25 x H: 9.5"	\$200	\$170	\$180/Ad
1/6 Page	W: 4.5 x H: 2.5" W: 2.25 x H: 5"	\$125	\$106.25	\$112.50/Ad
1/12 Page	W: 2.25 x H: 2.5"	\$75	\$63.75	\$67.50/Ad

*15% discount for non-profits

°10% discount for 5 consecutive placements

ADVERTISING SCHEDULE

ISSUE / #	RESERVATIONS DUE	ADS DUE
Nov/Dec/Jan / #259	Sept 1	Sept 15
Feb/March/April / #260	Dec 1	Dec 15
May/June/July / #261	March 1	March 15
Aug/Sept/Oct / #262	June 1	June 15

DETAILS + SPECS

Please direct all questions, reservations and materials to Laura Henriksen
lh@poetryproject.org.

Files larger than 10 megabytes should be sent via DropBox or Google Drive
(lh@poetryproject.org).

Advertisements should be submitted in grayscale and in high resolution (600dpi
or greater) as a PDF, JPEG or TIFF file.

Advertisers are responsible for correctly formatting all materials according to
these specs. Improperly sized materials will be re-sized at the discretion of The
Poetry Project.

At this time, The Poetry Project is unable to offer typesetting, design or other
production services to advertisers.

We do not offer bleeds.

PAYMENTS + FEES

All advertisers will receive an invoice and tear sheet shortly after the issue is
published. Please make checks payable to *The Poetry Project*.