

THE POETRY PROJECT



N E W S L E T T E R
OCTOBER/NOVEMBER 2015

ISSUE
2 4 4

THE POETRY PROJECT NEWSLETTER

2016-17 Advertising Kit

ABOUT

The Poetry Project Newsletter is a quarterly 32-page, 8 1/2" x 11" format, publication currently edited by Betsy Fagin (2015-2017) and published by The Poetry Project.

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; Oct/Nov, Dec/Jan, Feb/March & April/May).

CIRCULATION + DISTRIBUTION

A print run of 5,000 copies per issue is distributed locally, nationally and internationally. Readership includes, but is not limited to, poets, writers, artists, students, professors, and researchers.

Of the 5,000 copies printed per issue, 2,500 are mailed to individual and institutional subscribers and Poetry Project members. The remaining 2,500 are distributed locally to bookstores, cafes and cultural/performance venues in both Manhattan and Brooklyn and are made available at all Poetry Project events.

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	TO PRINT
Oct/Nov / #248	Aug 1	Aug 12	Sept 1
Dec/Jan / #249	Oct 3	Oct 14	Nov 1
Feb/March / #250	Nov 28	Dec 9	Jan 1
April/May / #251	Jan 30	Feb 10	March 1

DETAILS + SPECS

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

Files larger than 10 megabytes should be sent via DropBox
(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*.