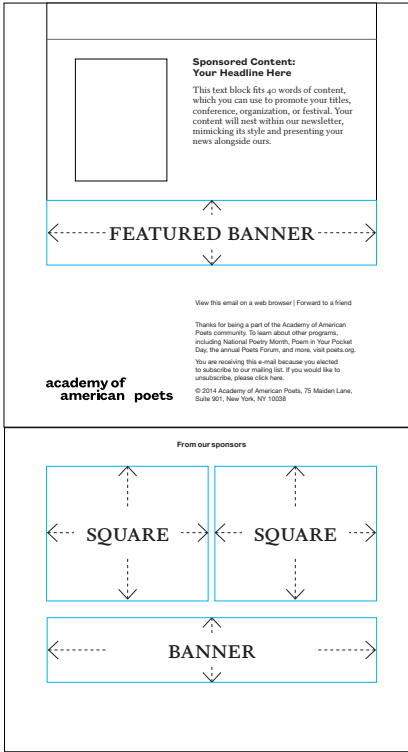


Advertising Rates 2016–2017

Teach This Poem Educator Newsletter

By advertising through the Academy of American Poets' educational resources, you can reach over 10,000 K-12 teachers across the country. We offer deeply discounted rates on these platforms, making it a cost-effective way to advertise to educators.

For more information, or to book a reservation, email Michelle Campagna, advertising coordinator, at [**mcampagna@poets.org**](mailto:mcampagna@poets.org)



ADVERTISING OPPORTUNITIES IN THE EDUCATOR NEWSLETTER

Reaches over 14,000 teachers and educators once a month.

- SPONSORED CONTENT BLOCK
(40 WORDS WITH LINK AND IMAGE)
\$350
- FEATURED BANNER
(612 W. × 120 H. PIXELS)
\$275
- BANNER
(612 W. × 120 H. PIXELS)
\$200
- SQUARE
(300 W. × 250 H. PIXELS)
\$175

ADVERTISING OPPORTUNITIES IN TEACH THIS POEM

Reaches 10,000 teachers and educators once a week.

- FEATURED BANNER
(612 W. × 120 H. PIXELS)
\$275
- BANNER
(612 W. × 120 H. PIXELS)
\$200
- SQUARE
(300 W. × 250 H. PIXELS)
\$175

FILE PREPARATION: 72dpi JPEG, PNG, or GIF. RGB.

If you book five digital ads of any size, you'll receive one digital ad free.

Online ad files should be emailed two weeks prior to the campaign start date.

BANNER 612 w. × 120 h. pixels

SQUARE 300 w. × 250 h. pixels
