

academy of
american poets

Advertising Rates 2016–2017

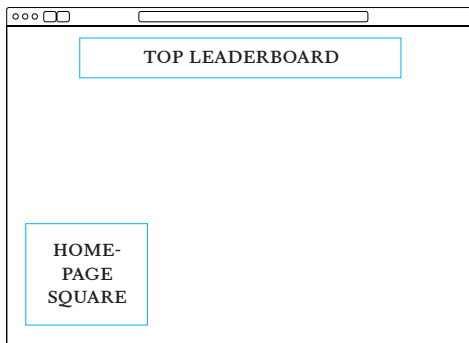
Poets.org
Poem-a-Day
American Poets
Academy Newsletter

By advertising with the Academy of American Poets you can reach millions of poets, readers, teachers, and potential MFA and writing conference students all in one place. Advertising with us is an easy, cost-effective way to promote your titles, program, conference, organization, or festival.

We offer the biggest online advertising reach to a literary-minded audience.

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

All advertising proceeds support the Academy of American Poets programs.



TOP LEADERBOARD 728 w. × 90 h. pixels

HOME PAGE SQUARE 300 w. × 250 h. pixels

Digital Advertising Options

ADVERTISING OPPORTUNITIES ON POETS.ORG

Reaches over 20 million people a year.

- TOP LEADERBOARD
(728 W. × 90 H. PIXELS)
\$26 CPM; \$780
MINIMUM OF 30,000 IMPRESSIONS
- HOMEPAGE SQUARE
(300 W. × 250 H. PIXELS)
\$20 CPM; \$600
MINIMUM OF 30,000 IMPRESSIONS

ADVERTISING OPPORTUNITIES IN THE ACADEMY NEWSLETTER

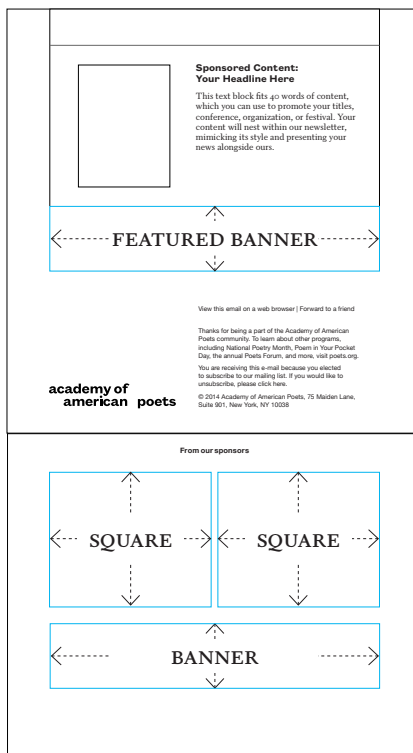
Reaches over 70,000 subscribers twice a month.

- SPONSORED CONTENT BLOCK
(40 WORDS WITH LINK AND IMAGE)
\$800
- FEATURED BANNER
(612 W. × 120 H. PIXELS)
\$650
- BANNER
(612 W. × 120 H. PIXELS)
\$550
- SQUARE
(300 W. × 250 H. PIXELS)
\$400

ADVERTISING OPPORTUNITIES IN POEM-A-DAY

Reaches over 125,000 subscribers daily.

- FEATURED BANNER
(612 W. × 120 H. PIXELS)
\$650
- BANNER
(612 W. × 120 H. PIXELS)
\$550
- SQUARE
(300 W. × 250 H. PIXELS)
\$400



BANNER 612 w. × 120 h. pixels

SQUARE 300 w. × 250 h. pixels

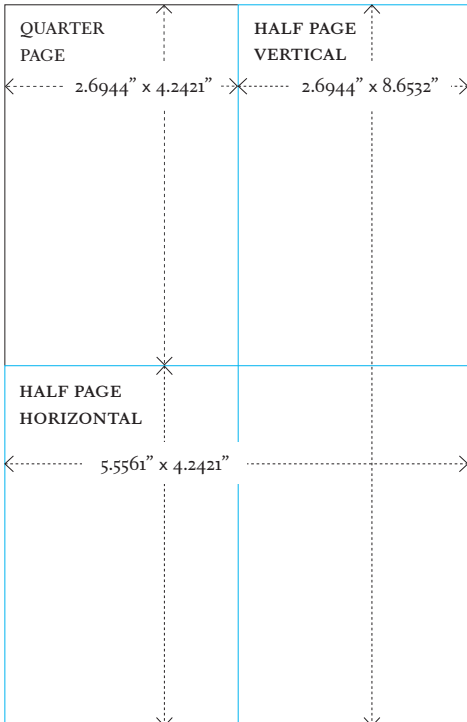


Print Advertising Options

American Poets is the Academy of American Poets' biannual magazine, released in April and October each year

The Academy of American Poets has the largest membership of any poetry organization in the U.S., and all of our members receive a subscription to *American Poets*. Total distribution of the magazine is more than 9,000 copies.

AD SIZE	RATE	SPECIFICATIONS
Full page front inside cover	\$900	5.5556" x 8.6532"
Full page	\$800	5.5556" x 8.6532"
Half page	\$450	VERTICAL 2.6944" x 8.6532"
Half page	\$450	HORIZONTAL 5.5561" x 4.2421"
Quarter page	\$300	2.6944" x 4.2421"



ISSUE	RESERVATION DEADLINE	AD DESIGN DEADLINE
April	January 1	January 15
October	July 1	July 15

FILE PREPARATION: 300dpi PDF/X-1a PDF. Black only. Crop marks included.

15% discount for ads placed in four consecutive issues.