

# The Florida Writer

The Official Magazine of the Florida Writers Association

**Circulation: 1,500**

## Editorial Calendar

<b>Ad Reservation Due</b>	<b>Ad Due Date (Payment Due Date)</b>	<b>Publication Date</b>
December 15	January 1	February 1
February 15	March 1	April 1
April 15	May 1	June 1
June 15	July 1	August 1
August 15	September 1	October 1
October 15	November 1	December 1

## Advertising Rates & Specs

<b>Size</b>	<b>Dimensions (width x height)</b>	<b>Member Rate</b>	<b>Non-Member Rate</b>
Full Page	7.5" x 10"	\$150.	\$225.
Half Page, Horizontal	7.5" x 4.75"	\$90.	\$135.
Half Page, Vertical	3.75" x 10"	\$90.	\$135.
Quarter Page	3.75" x 4.75"	\$60.	\$90.
Quarter Page, Horizontal	7.5" x 2.25"	\$60.	\$90.

*The Florida Writer* is published 6x/year in pdf format.

Ads may be color or black & white but must be high resolution (300 ppi) in jpg or png format.  
No exceptions will be made.

Special Offer: 10% discount for 4x or 6x consecutive ad placement & prepayment.  
*Discounts and special offers cannot be combined.*

We reserve the right to decline ads for any reason.

Need help to create an ad? We can put you in touch with a designer.

**To reserve your ad space and arrange payment, contact:**

Mary Ann de Stefano, Editor  
tfw@floridawriters.net

Update 11/30/14