

The Florida Writer

The Official Magazine of the Florida Writers Association

Editorial Calendar

Ad Reservation Due Date	Ad & Payment Due Date	Publication Date
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

Size	Dimensions (width x height)	Member Rate	Non-Member Rate
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.
- Ads must be high resolution (300 ppi) in JPG or PNG format. No exceptions.
- Special Offer: 10% discount for 4x or 6x consecutive ad placement & prepayment
- Lifetime Members receive free quarter-page ads or discounts on other sizes
- Discounts cannot be combined or transferred.
- 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 mdestefano@floridawriters.org**

Updated 9/5/2021