

**POET  
LORE**  
*Established 1889*



A 2nd Century of New Writing

# Advertise in Poet Lore

*POET LORE* IS A SEMI-ANNUAL JOURNAL OF POETRY AND REVIEWS. Established in 1889, *Poet Lore* is the oldest continuously published poetry journal in the United States. As an advertiser in *Poet Lore*, your organization, business, or service will circulate to 1,000 subscribers and poetry enthusiasts around the nation. To learn more about *Poet Lore* visit, [poetlore.com](http://poetlore.com).

Poet Lore is published by The Writer's Center, a nonprofit organization dedicated to the creation, publication, presentation, and dissemination of literary work. Each year the Center holds over 150 creating writing workshops and over 50 events. To learn more about the Center visit, [writer.org](http://writer.org).

## PRINT AD SIZE

	height	width
Full page (no bleed)	8	5
½ page horizontal	3.75	5
¼ page	3.75	2.375

## AD RATES (ALL ADS ARE IN BLACK AND WHITE)

full page	\$100
½ page	\$50
¼ page	\$25

## 2014–2015 PUBLISHING SCHEDULE

<b>volume 109, 1/2</b> spring/summer 2014	<b>volume 109, 3/4</b> fall/winter 2014
<b>volume 110, 1/2</b> spring/summer 2015	<b>volume 110, 3/4</b> fall/winter 2015

## AD DEADLINES

issue	published	ad due
spring/summer	April	February 1
fall/winter	October	August 1

## AD SPECIFICATIONS

- **File format:** We only accept high-resolution Adobe pdfs with all fonts and images embedded, high-resolution jpegs or tiffs, or eps files.
- We cannot accept QuarkXpress, Pagemaker, Corel, Word, InDesign, or Publisher files.
- All colors and images must be converted to grayscale.
- All files must be set in the appropriate ad dimensions.
- **Submitting files:** Files can be e-mailed.

## SIZE OF AD

full page     ½ page     ¼ page

## POET LORE ADVERTISING FORM

advertiser: \_\_\_\_\_

contact: \_\_\_\_\_

address: \_\_\_\_\_

city/state/zip: \_\_\_\_\_

e-mail: \_\_\_\_\_

phone: \_\_\_\_\_

## PAYMENT

You will be mailed an invoice within a week of publication.

## TO SUBMIT YOUR AD AND ORDER FORM

### send electronic files to:

[genevieve.deleon@writer.org](mailto:genevieve.deleon@writer.org)  
(Please use "Poet Lore Ad"  
as the subject line.)

### fax or mail your order form to:

f: 240-223-0458  
Poet Lore Ads  
The Writer's Center  
4508 Walsh Street  
Bethesda, MD 20815t

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