

RWR ADVERTISING

Why Advertise in the RWR?

The *Romance Writers Report* offers phenomenal exposure for your advertising dollar. Mailed 12 times yearly to 9,500 romance authors, aspiring writers, editors, agents, publicists and readers, the display-ad rates begin at only \$100. Our readers tell us they anxiously await their monthly *RWR*, read it cover to cover, and then file past issues to reference again and again. If you have something to communicate to the romance-publishing community, you won't find better value for your advertising dollar than the *Romance Writers Report*.

What Are the Ad Prices?

Prices on display ads are for camera-ready ads (no design required—ready to print) only.

Display Ads:

	RWA Members/ Chapters	Non-RWA Members/ Publishers
1/6th page ad	\$100	\$150
1/3rd page ad	\$200	\$300
1/2 page ad	\$300	\$450
full-page ad	\$550	\$775
inside-front cover (full color) ..	\$750	\$900
back cover (full color)	\$850	\$1,300

Classified Ads:

30 words or less.....	\$25
each additional word over 30 words	50¢
a box around your ad.....	\$10

How Do I Reserve an Ad?

1) Reservation & payment deadlines are as follows:

To advertise in the...	Reserve Ad Space by ...	Have materials in the RWA Office by...
January <i>RWR</i>	November 5th	November 10th
February <i>RWR</i>	December 1st	December 7th
March <i>RWR</i>	January 5th	January 10th
April <i>RWR</i>	February 5th	February 10th
May <i>RWR</i>	March 5th	March 10th
June <i>RWR</i>	April 5th	April 10th
July <i>RWR</i>	May 5th	May 10th
August <i>RWR</i>	June 5th	June 10th
September <i>RWR</i>	July 1st	July 7th
October <i>RWR</i>	August 5th	August 10th
November <i>RWR</i>	September 5th	September 10th
December <i>RWR</i>	October 5th	October 10th

Please note that ad space fills quickly, especially cover spots. Reserve ads well in advance of the reservation deadlines.

2) Contact Erin Fry in the RWA Office to reserve your ad by the deadline(s) above for the issue(s) of your choice – 832-717-5200 ext. 122 (direct number, 281-378-5522); efry@rwanational.org.

Reservations submitted by mail or ads submitted without a prior reservation will not be accepted.

3) Ship the materials and payment to the RWA Office by the deadline (see previous) at the following address:

Romance Writers of America, attn: *RWR* Ads,
14615 Benfer Road, Houston, TX 77069

Or, submit the ad by e-mail to efry@rwanational.org. Please do not submit files bigger than 5 MB by e-mail.

4) How should I prepare my ad to get the best results?

To achieve the best results, please send an electronic file created at 300 dpi—at the size it will be used—in an eps, tif, jpeg or high-resolution pdf format. *We do not accept ads created in any other format than as described above (i.e. Microsoft Word, Publisher, etc.). If the ad is formatted incorrectly, you will be asked to send a corrected version.* Please also provide a clean laser printout of the ad.

Ads should be created to the following specs:

1/6th page:2 1/8 inch X 4 1/4 inch
1/3rd page vertical:2 1/8 inches X 9 inches
1/3rd page horizontal:7 inches X 3 inches
1/3rd page square box:	4.1/2 inches X 4 1/4 inches
1/2 page vertical:3 1/2 inches X 9 inches
1/2 page horizontal:7 inches X 4 1/4 inches
full page:7 inches X 9 inches
inside front and back covers:7 inches X 9 inches
back cover:8 1/2 inches X 8 inches

For back cover ad, allow 1/4 inch top, bottom and right for a full-bleed back cover advertisement. The *RWR* reserves three inches on the top of the back cover for mailing information.

The Fine Print

Make all checks payable to RWA.

Advertising in the *RWR* is open to all individuals and firms. However, all advertising is accepted at the discretion of RWA. Publication of advertising does not constitute an endorsement, and RWA is not liable for any products or services advertised.

Advertising material from anyone against whom an unresolved formal complaint has been filed with the professional relations committee will not be published.

RWA's liability to advertisers is limited to refunds of the advertising fees collected.