



Advertise with the North Carolina Writers' Network

Reach thousands of writers and readers in North Carolina and beyond by placing your ad with the North Carolina Writers' Network.

NCWN has a core membership of **1,300 dedicated writers** around the country. Most of our members are college-educated and earn more than **\$40,000 a year**. Writers, readers, public officials, teachers, and literary advocates are our audience. You can make them your audience too by letting them know about your publications, courses, contests, and services.

Are you a member of NCWN? Members receive **25 percent off** all advertisements—a SPECIAL OFFER for members only!

Advertise on Our Website www.ncwriters.org

Our website attracts 4,000-6,000 unique visitors per month. We offer non-exclusive tenancy for one-month blocks of time, during which your ad may be in randomized rotation with other non-sticky advertisements. Pricing as follows (see attached spec sheet for ad locations):

Top Banner (Home Page only): \$500 per month (Non-members) / \$375 (Members)
Skyscraper (All pages): \$300 per month (Non-members) / \$225 (Members)

Advertise in Our Newsletter

NCWN snail-mails two 32+ page newsletters annually to 2,000 subscribers, including members and other industry insiders. A PDF-version is also sent more than 3,900 subscribers, and posted online. We frequently feature articles by guest authors and publishing professionals, so this is your chance to place your product next to some of the most well-known literary minds in North Carolina. Pricing as follows:

Full-page ad: \$300 (Non-Members) / \$225 (Members)
Half-page ad: \$200 (Non-Members) / \$150 (Members)
Quarter-page ad: \$125 (Non-Members) / \$94 (Members)

Advertise in Our Weekly E-Blast

Each week we send out a newsletter e-blast to more than 3,900 subscribers, all of whom have signed up to receive our e-mails (so it's not spam, and will be read). Pricing as follows:

Top Banner: \$300 per week (Non-Members) / \$225 (Members)

Top Insertion: \$150 per week (Non-Members) / \$113 (Members)

Insertion: \$100 per week (Non-Members) / \$75 (Members)

Advertise at Our Conferences

200-300 writers from across the United States attend our conferences. They are joined by dozens of authors, editors, agents, exhibitors, and other publishing professionals. Each attendee receives a conference packet that can include your full-page ad. Pricing as follows:

Full-page ad, Fall Conference packets: \$50 / \$38 (advertiser provides sufficient copies)

Full-page ad, Fall Conference packets: \$60 / \$45 (if NCWN makes copies)

Full-page ad, Spring Conference packets: \$35 / \$26 (advertiser provides sufficient copies)

Full-page ad, Spring Conference Packets: \$45 / \$34 (if NCWN makes copies)

Full-page ad, Squire Summer Writing Residency: \$25 / \$19 (advertiser provides sufficient copies)

Full-page ad, Squire Summer Writing Residency: \$35 / \$26 (if NCWN makes copies)

Full-page ad in all Conference packets: \$100 / \$75 (advertiser provides copies)*

**Fall Conference=~300 participants; Spring Conference=~100; Summer Residency=~30*

Sponsorship Opportunities

NCWN offers programs and services for our members year-round. If you would like to sponsor a reading, workshop, conference, or other program, please contact Charles Fiore, Communications Director, at Charles@ncwriters.org.

Advertising Packages

Reach more people—and get a better return on your investment—by taking advantage of more than one of NCWN's advertising opportunities.

Package 1: All-in-One Plan - \$750 (Non-Members) / \$563 (Members)

- Website Top Banner Ad (one-month display)
- Weekly E-Blast Top Banner Ad (one-month exclusive display)
- Full-page ad in all three Conference packets

Package 2: Online Only Plan - \$650 (Non-Members) / \$489 (Members)

- Website Top Banner Ad (one-month display)
- Weekly E-Blast Top Banner Ad (one-month exclusive display)

Package 3: Annual Plan - \$5,000 (Non-Members) / \$3,750 (Members)

- Website Top Banner Ad OR Weekly E-Blast Top Banner Ad (12 months of exclusive display)

We can also create custom plans to suit your needs. Please contact Charles Fiore, Communications Director, at Charles@ncwriters.org.

Ad Opportunities for Newsletter

NCWN NEWSLETTER



QUARTER-PAGE AD

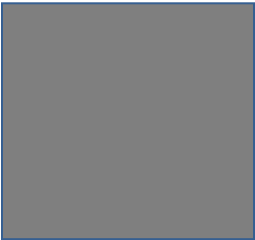
3 ³/₄" x 5"
Ad must be print-ready

HALF-PAGE AD

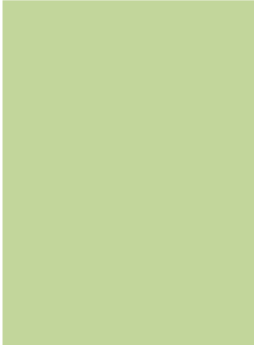
7 ¹/₂" x 5"
Ad must be print-ready

**Ad Opportunities for Website
(www.ncwriters.org)**

NCWN



TOP BANNER 475 PX (W) x 100 PX (H)



SKYSCRAPER
125 PX (W)
x
450 PX (H)



Ad Opportunities for Weekly E-Blast

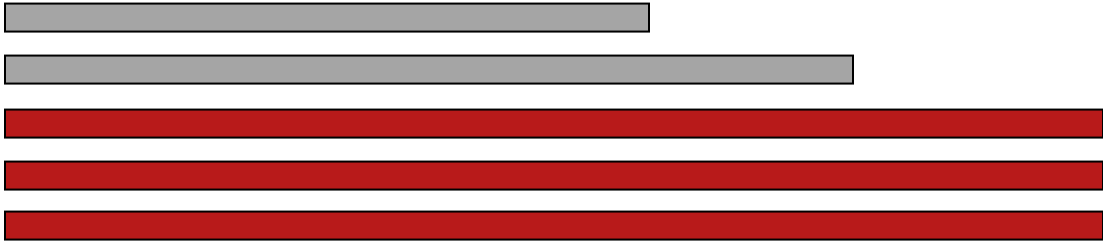


WRITERS' NETWORK



TOP BANNER

475 PX (W) x 100 PX (H)



TOP INSERTION BANNER

356 PX (W) x 75 PX (H)



INSERTION BANNER

356 PX (W) x 75 PX (H)



North Carolina Writers' Network is now on Facebook!



Guidelines and Specifications

1. The North Carolina Writers' Network will not design or edit advertisements. Advertisers agree to deliver their ads ready to run "as is."
2. Ads must be designed and submitted in accordance with the following parameters:

Website

Top Banner: 475 PX (W) x 100 PX (H)*

Skyscraper: 125 PX (W) x 450 PX (H)*

*File must be jpg or gif (animated gif OK). No html or flash banners, please.

Newsletter

Full-Page Ad: 7 ½" x 10" ; Ad must be print-ready

Half-Page Ad: 7 ½" x 5" ; Ad must be print-ready

Quarter-Page Ad: 3 ¾" x 5" ; Ad must be print-ready

Weekly E-Blast

Top Banner: 475 PX (W) x 100 PX (H)*

Top Insertion Banner: 356 PX (W) x 75 PX (H) *

Insertion Banner: 356 PX (W) x 75 PX (H) *

*File must be jpg or gif (animated gif OK). No html or flash banners, please.

Conference Packets

Full-Page Ad: 7 ½" x 10" ; Ad must be print-ready

3. The North Carolina Writers' Network reserves the right to refuse an advertisement due to content, message, graphic images, or any material the Network deems to be at odds with its mission statement and/or its status as a not-for-profit.
4. Please e-mail your ad to:

Charles Fiore, Communications Director, charles@ncwriters.org

5. Payments can be made by check or credit card. If paying by check, make checks payable to the North Carolina Writers' Network and mail to:

ATTN: Advertising
NCWN
PO Box 21591
Winston-Salem, NC 27120

If paying by credit card (MC or Visa), call Ed Southern, Executive Director, at 336-293-8844 and have your credit card information ready.