



2019 MEDIA KIT

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ABOUT

Founded in 1997, *Poetry Daily* is a 501(c)3 nonprofit daily anthology of contemporary poetry. Our editors read journals and books of poems from across the United States and the world—and we continually seek to expand that reading. We carefully select the best and most interesting poems from those publications and share them with our thousands of readers.

Each day, we present one of those poems to you. Poetry's most eminent writers, as well as lesser-known poets, are represented in our selections. Included with each poem is information about the poet and the poem's source.



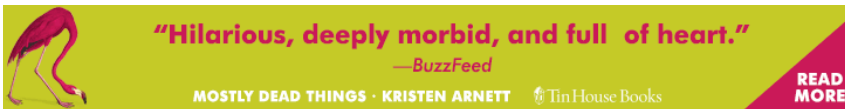
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With 28,000 visitors a month, *Poetry Daily* reaches a targeted audience of readers and writers who are highly interested in your announcement. Sponsors have the opportunity to choose advertising slots in select places on *Poetry Daily's* newly designed website. Sponsors can choose from advertising in the top billboard banner, top sideboard banner, sideboard square, and sideboard rectangle.



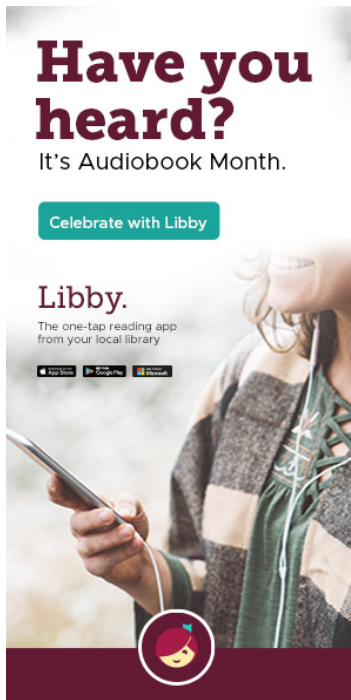
TOP BILLBOARD BANNER

970 x 250 | \$10 cpm



TOP LEADERBOARD BANNER

728 x 90 | \$8 cpm



SIDEBOARD RECTANGLE

300 X 600 | \$8 cpm

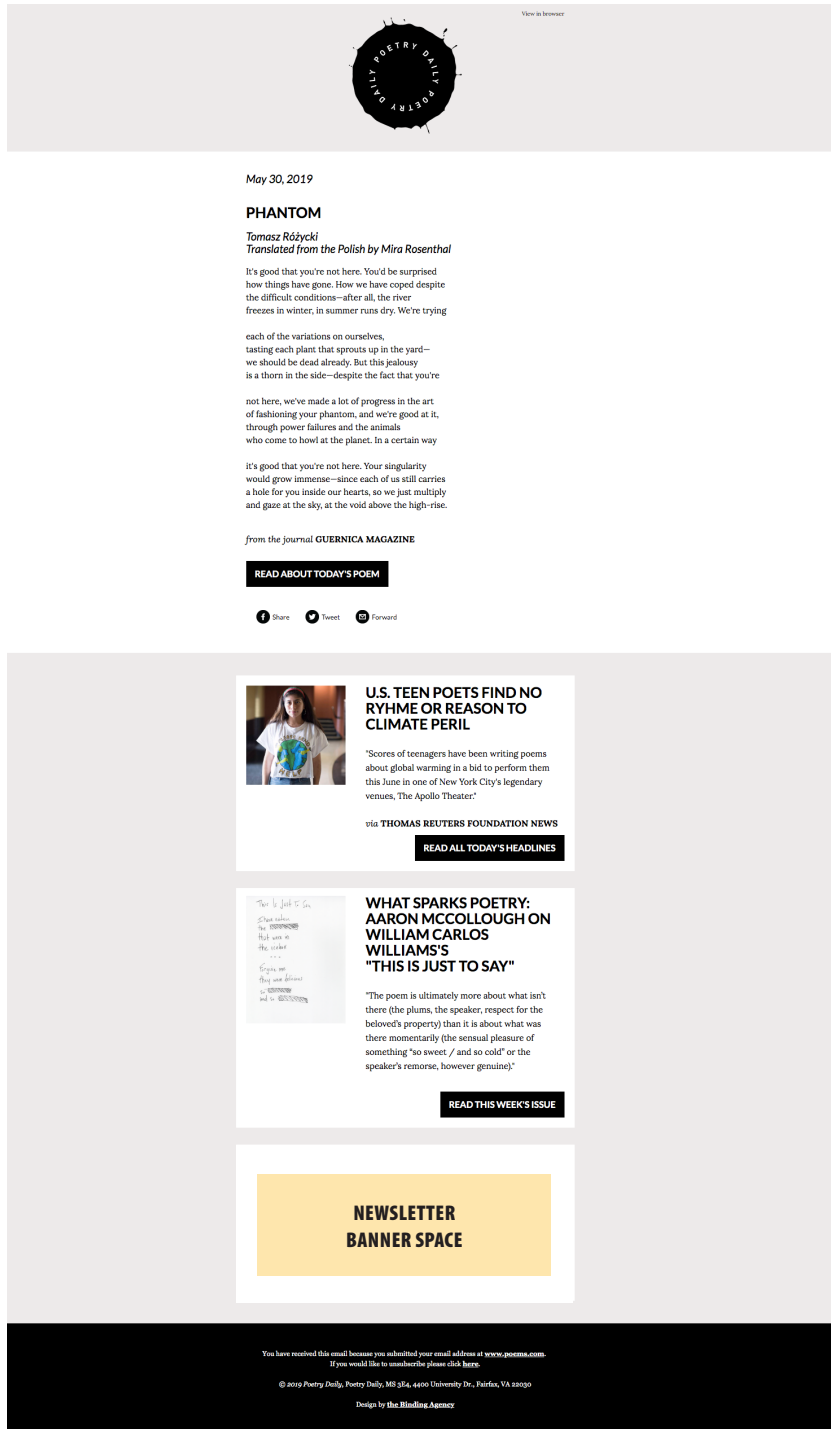


SIDEBOARD SQUARE

300 x 250 | \$7 cpm

NEWSLETTER SPONSORSHIP

With 12,500 subscribers, *Poetry Daily's* email newsletter is an excellent way to reach our most engaged readers. *Poetry Daily* delivers a daily poem—along with your special announcement—directly to their inboxes.



SPACE RESERVATIONS

\$90 to be featured for one day

\$300 to be featured for four days
(a \$60 savings)

\$725 to be featured for ten days
(a \$175 savings)

Poetry Daily offers sponsors the opportunity to select the specific days they wish to be featured in the daily newsletter.

SPECIFICATIONS

Newsletter Sponsorship announcements can include text up to 60 words maximum, a URL link (as part of the text or embedded within the text), and optional high-res art at least 500 pixels wide sent as a separate jpeg file.



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Truman State University Press
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Crab Orchard Review

POETRY DAILY ENGAGEMENT

342k USERS/YEAR

28k USERS/MONTH

172k SOCIAL MEDIA FOLLOWERS

131k PAGE VIEWS/MONTH

4.3k PAGE VIEWS/DAY

