



MEDIA KIT

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ABOUT

Founded in 1997, *Poetry Daily* is a 501(c)3 nonprofit daily anthology of contemporary poetry. Our purpose is to provide readers with a window into the very diverse range of poetry offered annually by publishers large and small—to make it easier for people to find poets and poetry they like—and to help publishers bring news of their books, magazines, and journals to more people.

Well over 1,000 books of poetry are published in the US each year, but they can be difficult to discover, even in bookstores or online retailers. The numerous journals presenting new poetry and poets can be even more elusive. We will lead you to them and, in the meantime, we give you a new daily poem to carry with you and share with others.



WEBSITE SPONSORSHIP

With over **45,000 unique visitors and 130,000 page views per month**, *Poetry Daily* reaches a targeted audience of readers, educators, 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.



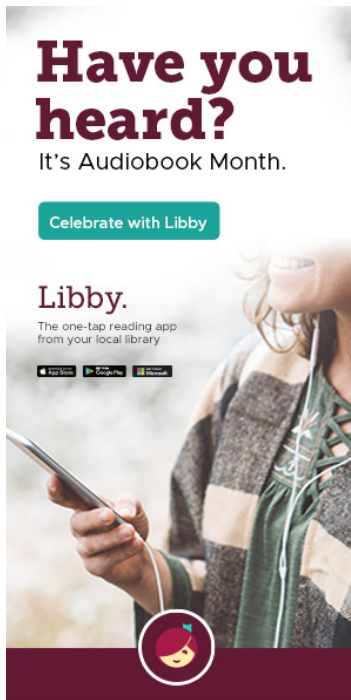
TOP BILLBOARD BANNER

970 x 250 | \$10 cpm



TOP LEADERBOARD BANNER

728 x 90 | \$8 cpm



SIDEBOARD RECTANGLE

300 X 600 | \$8 cpm

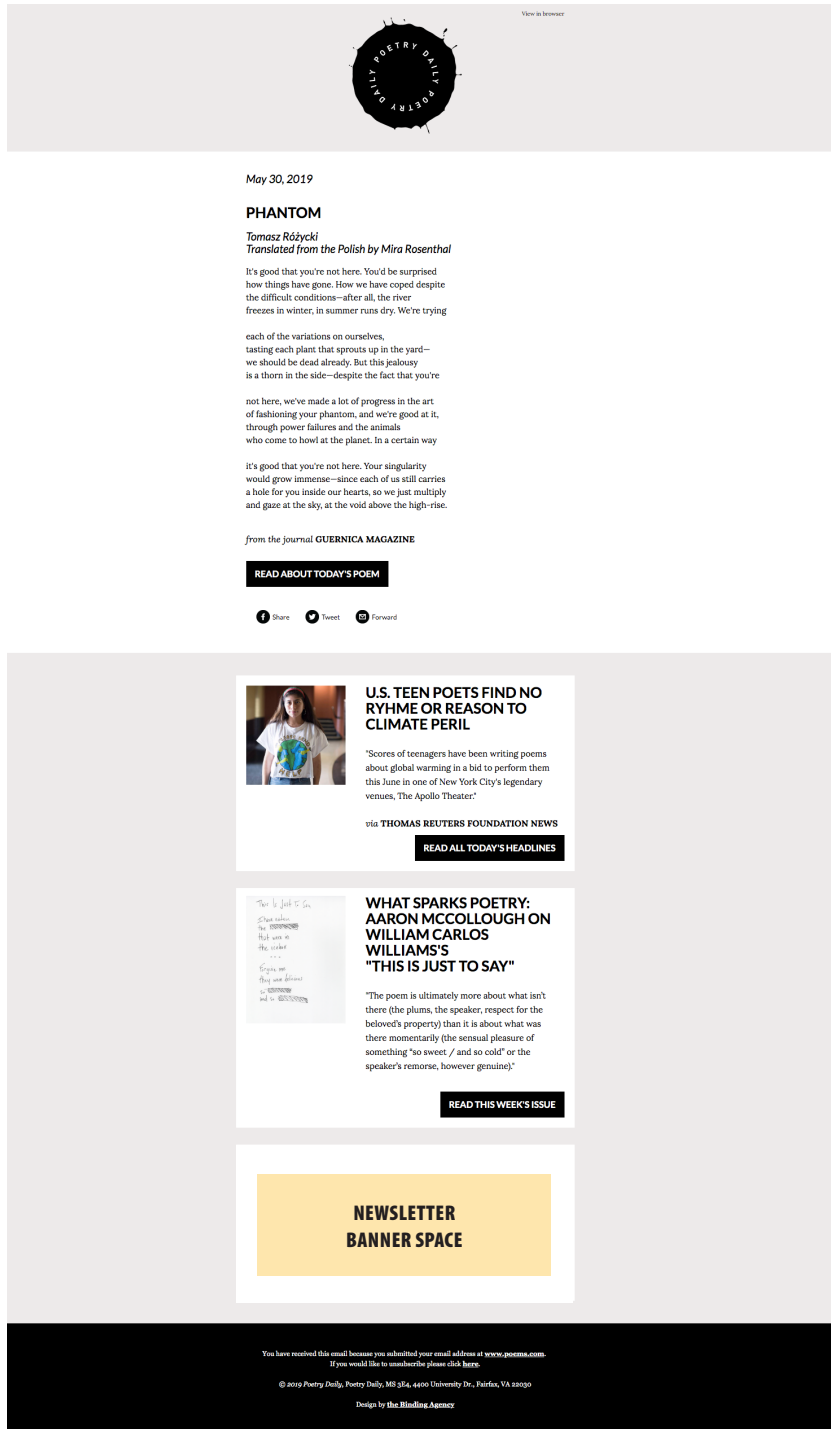


SIDEBOARD SQUARE

300 x 250 | \$7 cpm

NEWSLETTER SPONSORSHIP

With **14,500 highly-engaged subscribers**, *Poetry Daily's* email newsletter is an excellent way to reach our most dedicated 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.



CURRENT AND PAST SPONSORS

Copper Canyon Press
Fairfield University MFA
Ahsahta Press
Boston Review
New York University MFA
Alaska Quarterly Review
Graywolf Press
Bellday Books
Kenyon Review
New Issues Poetry and Prose
RATTLE
Crazyhorse
Florida State University MFA
Shenandoah
Passager
W. W. Norton & Company
University of Idaho MFA
Paris Writers Workshop
Converse College MFA
Gettysburg Review
Alice James Books
Four Way Books
Poets & Writers Inc.

Vermont College MFA
Salmon Poetry
New Letters
Palm Beach Poetry Festival
Sixteen Rivers
The Poetry Trust
Solstice Creative Writing Programs
Perugia Press
Poetry
Cave Canem
Tampa Review
Pacific University MFA
New School MFA
Milkweed Editions
San Diego State University MFA
Greek Island Poetry Workshop
Copper Nickel
Winter Poetry & Prose Getaway
The Frost Place
Anhinga Press
Wake Forest University Press
Southern Poetry Review

New England Review
Western Connecticut State University MFA
Southwest Review
New England College MFA
Colrain Poetry Manuscript Conferences
California Institute of Arts and Letters
Albertus Magnus College MFA
Bellevue Literary Review
University of Arkansas Press
Vanderbilt MFA
University of Georgia Press
West Chester University Poetry Conference
Academy of American Poets
Alfred A. Knopf
Joiner Center Writers Workshop
Hollins University MFA
Poets House
Iowa Review
New Ohio Review
Rainier Writing Workshop

Laurel Review
Eastern Kentucky University MFA
92nd Street Y
Atlantic Center for the Arts
Grub Street Inc.
Atlanta Review
Munster Literature Centre
Cleveland State University Poetry Center
StAnza: Scotland's Poetry Festival
Steel Toe Books
Greensboro Review
Online School of Poetry
Poetry International
Poetry Society of America *Prairie Schooner*
Truman State University Press
University of Florida MFA
West Virginia Writers Workshop
Wilkes University MFA
Crab Orchard Review

Poetry Daily **By the Numbers**

544k Users/Year

45.3k Users/Month

131k Page Views/Month

4.3k Page Views/Day

14.5k Newsletter Subscribers

237k Social Media Followers

