



## 2024 Newsletter Advertising Rates

For NAIWE's *The Edge: Success Strategies for People who Work with Words*

*The Edge* newsletter is published 12 times a year by the National Association of Independent Writers and Editors (NAIWE) as a service and benefit to over 8,000 professionals who work with words. *The Edge* also provides paid display advertising opportunities. The rates are below; for further details of specifications and policies, please contact [editor@naiwe.com](mailto:editor@naiwe.com).

Ad Type	Dimensions	Single Insertion Rate	Multiple Insertion Rate (3 or more)
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### *Random Spot Insertion*

Text only	Up to 5 lines	\$100	\$75 each
Text only	Up to 10 lines	\$150	\$125 each
Text + image	Up to 5 lines	\$150	\$125 each
Text + image	Up to 10 lines	\$200	\$175 each

### *Top Spot Insertion*

Text only	Up to 5 lines	\$150	\$125 each
Text only	Up to 10 lines	\$200	\$175 each
Text + image	Up to 5 lines	\$200	\$175 each
Text + image	Up to 10 lines	\$250	\$225 each
Dedicated E-blast		\$500	n/a



(approximately 110 words for 5 lines; 220 words for 10 lines)



(approximately 100 words for 5 lines; 200 words for 10 lines)

Acceptance of advertising is at the discretion of the editor of NAIWE's *The Edge* newsletter. Graphics should be submitted electronically in the form of high-resolution (300 DPI or greater) JPEGs 800–1,200 pixels wide. All graphics and links are to be hosted on the advertiser's website. An e-blast should be submitted with the subject line to be used for the e-blast. Ads and payments are due by the 15<sup>th</sup> of the month preceding the newsletter issue date.