



## NAIWE 2027 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.org](mailto:editor@naiwe.org).

| Ad Type | Dimensions | Single Insertion Rate | Multiple Insertion Rate<br>(3 or more) |
|---------|------------|-----------------------|----------------------------------------|
|---------|------------|-----------------------|----------------------------------------|

### *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        |

[illegible]

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 higher) 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.