

# RWR ADVERTISING

## Why Advertise in the *RWR*?

The *Romance Writers Report* offers phenomenal exposure for your advertising dollar. Mailed 12 times a year to more than 10,000 romance authors, aspiring writers, editors, agents, publicists and readers, the display-ad rates begin at only \$100. Our readers tell us they anxiously await their monthly *RWR*, read it cover to cover, and then file past issues to reference again and again. If you have something to communicate to the romance-publishing community, you won't find better value for your advertising dollar than the *Romance Writers Report*.

## What Are the Ad Prices?

	RWA Members/ Chapters	Non-RWA Members/ Publishers
1/6-page ad (B&W)	\$100	\$150
1/3-page ad (B&W)	\$200	\$300
1/2-page ad (B&W)	\$300	\$450
full-page ad (B&W)	\$550	\$775
inside cover (full color)	\$750	\$900
back cover (full color)	\$850	\$1,300

### Classified Ads:

30 words or less	\$25
each additional word over 30 words	50¢
a box around your ad	\$10

\* RWA members advertising for a company/publisher will pay the non-member rate.

## How Do I Reserve an Ad?

### 1) Reservation & payment deadlines are as follows:

To advertise in the...	Reserve ad space by ...	Have materials in the RWA Office by...
January <i>RWR</i>	November 4	November 10
February <i>RWR</i>	December 1	December 8
March <i>RWR</i>	January 5	January 10
April <i>RWR</i>	February 3	February 10
May <i>RWR</i>	March 2	March 9
June <i>RWR</i>	April 5	April 11
July <i>RWR</i>	May 4	May 10
August <i>RWR</i>	June 6	June 12
September <i>RWR</i>	July 5	July 11
October <i>RWR</i>	August 7	August 10
November <i>RWR</i>	September 5	September 12
December <i>RWR</i>	October 5	October 10

Please note that ad space fills quickly, especially cover spots. Reserve ads well in advance of the reservation deadlines.

2) Contact Megan Sloan in the RWA Office to reserve your ad by the deadline(s) above for the issue(s) of your choice – 832-717-5200, Ext. 120; [advertising@rwa.org](mailto:advertising@rwa.org).

Reservations submitted by mail or ads submitted without a prior reservation will not be accepted.

3) E-mail ads to [advertising@rwa.org](mailto:advertising@rwa.org). If your files are larger than 8 MB, please mail a CD or DVD to the RWA office by the deadline (see previous). Submit payment to the RWA Office by the deadline (see previous) at the following address:  
Romance Writers of America, attn: RWR Ads,  
14615 Benfer Road, Houston, TX 77069

### 4) How should I prepare my ad to get the best results?

To achieve the best results, please send an electronic file created at 300 dpi—at the size it will be used—in an eps, tif, jpeg or high-resolution pdf format. We do not accept ads created in any other format than as described above (i.e. Microsoft Word, Publisher, etc.). If the ad is formatted incorrectly, you will be asked to send a corrected version.

### Ads should be created to the following specs

#### Black & White:

1/6-page:	2 1/8 inches X 4 1/4 inches
1/3-page vertical:	2 1/8 inches X 9 inches
1/3-page horizontal:	7 inches X 3 inches
1/3-page square box:	4 1/2 inches X 4 1/4 inches
1/2-page vertical:	3 1/2 inches X 9 inches
1/2-page horizontal:	7 inches X 4 1/4 inches
full page:	7 inches X 9 inches

#### Full Color:

inside front and back covers:	7 inches X 9 inches
back cover:	8 1/2 inches X 8 inches

For back cover ad, allow 1/4 inch left, bottom and right for a full-bleed back cover advertisement. The *RWR* reserves three inches on the top of the back cover for mailing information.

### The Fine Print

Make all checks payable to RWA.

Advertising in the *RWR* is open to all individuals and firms. However, all advertising is accepted at the discretion of RWA. Publication of advertising does not constitute an endorsement, and RWA is not liable for any products or services advertised.

Advertising material from anyone against whom an unresolved formal complaint has been filed with the Professional Relations Committee will not be published.

RWA's liability to advertisers is limited to refunds of the advertising fees collected.

