

NARRATIVE

ADVERTISING

A NONPROFIT ORGANIZATION DEDICATED TO STORYTELLING IN THE DIGITAL AGE

By the Numbers:

130,000
dedicated subscribers.

1,500,000
monthly page views.

1,890%
more page views
than similar-size sites.

1,633%
more visits than
similar-size sites.

Users spend

500%
more time on *Narrative*
than on similar sites.

NARRATIVEMAGAZINE.COM is a nonprofit, digital organization dedicated to advancing the literary arts by supporting the finest writing talent and encouraging readership across generations, in schools, and around the globe.

Our Readers Are:

Educated and thoughtful

They are active in the arts and their community. 88% have college degrees, and 57% hold advanced degrees.

Literary consumers

Nearly 60% purchase at least 3 books each month, and 75% will attend at least one writing conference in the upcoming year.

Loyal and enthusiastic

73% have recommended *Narrative* to a friend, and more than 67% return to the site at least once a week.

Global

Narrative is read all over North America, the UK, and worldwide in schools, colleges, and universities and among English-speakers everywhere.

“The gold standard
of online literary
magazines.” **ESQUIRE**

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Ad Rates and Specifications:

Rates are monthly per placement. Ads are carefully placed to maximize exposure.

PLACEMENT Sizes are in pixels	BANNER: 427 x 71	BANNER: 674 x 71	LEFT SIDEBAR: 258 x 129	LEFT SIDEBAR: 258 x 258	RIGHT SIDEBAR: 190 x 295
Story Pages: Your ad on 1,000s of pages covering almost all of the magazine site. Best ad coverage.	\$3,000	NA	\$1,200	\$1,750	\$1,500
Story of the Week: includes 100s of highly trafficked SOTW pages.	\$1,250	NA	\$600	\$1,250	\$1,000
Poem of the Week: includes 100s of highly trafficked POTW pages.	\$1,250	NA	\$600	\$1,250	\$1,000
iStory, iPoem, Six-Word Story Guidelines: Highly trafficked pages.	\$1,000	NA	\$750	\$1,000	\$750
Gallery Pages: 100s of heavily trafficked pages featuring cartoons, graphic stories, and photography.	NA	\$1,250	\$800	\$1,250	NA
Special Rates and Placements	Ask for details	NA	Ask for details	Ask for details	NA

“However you like your literature, *Narrative* has you covered.” **PBS**

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Email Advertising:

Narrative offers ad insertions in our weekly newsletters, which reach an audience of 67,000 opt-in newsletter readers. Our newsletter ad insertion rates are:

BUTTON	150 x 120 px	\$500/ Insertion
SKYSCRAPER	150 x 230 px	\$750 / Insertion
SUPERSCRAPER	150 x 600 px	\$1,200 / Insertion
BANNER	490 x 71 px	\$1,000 / Insertion
WIDE BANNER	626 x 71 px	\$1,200 / Insertion

We also offer dedicated email advertising and geographic area selects. Details and rates available on request. On all email advertising, substantial DISCOUNTS are given for frequency.

Ad Packages:

Narrative offers popular packages, for maximum coverage throughout the site.

Story of the Week/Poem of the Week: Includes banners on all SOTW and POTW pages: \$2,500/month.

Literary Puzzler/Narrative App: Includes sidebar ads on a series of highly trafficked, special pages: \$1,000/month.

Custom Packages: Please contact us for a tailored ad plan, including **combined display and email newsletter insertion** or dedicated email ad packages.

“The most exciting and innovative literary magazine of the past decade.” **JOYCE CAROL OATES**

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Ad Specifications:

Ad files are required three weeks prior to go-live date. Files must be .jpg, .png, .gif, or .psd. (We do not place Flash ads.) Files can be up to 120kb. (For larger files, please contact us.) Payment required within fourteen days of ad placement.

Our Prior and Current Advertisers Include:

Stanford University	Knopf
Bennington Writing Seminars	Random House
NYU Writing Program	Grove Atlantic
New School	Chronicle Books
Poets & Writers	Showtime
Associated Writing Programs	Peet's Coffee & Tea
Colgate Writers' Conference	Key West Literary Seminar
Florida State University	KQED
Bath Spa University	UC Berkeley
Wesleyan University Press	<i>New Ohio Review</i>
Tampa University	The Loft Literary Center

Special Rates for Authors:

As part of our mission to support writers and to encourage an audience for great writing, we offer some discounts on ads placed by authors on behalf of their own works. Please contact us for details.

Contact:

ads@narrativemagazine.com
(415) 814-3329

“Narrative is a real online literary community. No small thing.” **BENJAMIN ALIRE SÁENZ**