

print ad specifications

Please make your ad to the exact size specified, including border. We accept the following formats:

PREFERRED: PDF file with all fonts embedded, and images grayscale, at 300 dpi resolution. Use PDF/X-1a:2001 PDF Preset to distill file, or contact Kelly at advertising@raintaxi.com for more info.

ALSO ACCEPTED: TIFF or EPS files: 300 dpi, grayscale.

Email your ad to Kelly Everding:
advertising@raintaxi.com.

**We can also design your ad at low cost.
Call for an estimate of charges.**

info of note

Circulation: 16,000 copies to independent bookstores, libraries, writing programs, and literary organizations nationwide.

Payments/Terms: Advertiser will be invoiced upon publication of issue. Past due invoices beyond 90 days will be assessed a late fee. Advertisers assume responsibility for all content of their ads.

Ad Tearsheets and invoices will be mailed upon publication of issue.

online advertising

Rain Taxi offers square and skyscraper ads on its website. Please visit www.raintaxi.com for more information.

rain taxi

2019 print ad rates and deadlines

In keeping with Rain Taxi's mission to champion aesthetically adventurous literature, we are pleased to offer low-cost advertising as a reflection of our commitment to innovative publishing.

2019 ADVERTISING RATES

<u>SIZE</u>	<u>WIDTH X HEIGHT</u>	<u>1XPRICE</u>	<u>CONTRACT PRICE</u> (four issues/price per ad)
Full page	7.25" x 9.5"	\$850	\$750
Two-thirds page	4.75" x 9.5"	\$600	\$525
Half page (horizontal)	7.25" x 4.5"	\$440	\$375
Half page (vertical)	3.5" x 9.5"	\$440	\$375
One-third page (vertical)	2.25" x 9.5"	\$330	\$280
One-third page (horizontal)	4.75" x 4.5"	\$330	\$280
One-quarter page (vertical)	3.5" x 4.5"	\$265	\$215
One-quarter page (horizontal)	7.25" x 2.25"	\$265	\$215
One-sixth page	2.25" x 4.5"	\$210	\$170
One-eighth page	3.5" x 2.25"	\$160	\$130

2019 DEADLINES

<u>ISSUE</u>	<u>RESERVE BY</u>	<u>COPY DUE</u>	<u>PUBLICATION DATE</u>
SPRING	February 6	February 13	March 6
SUMMER	May 8	May 15	June 5
FALL	August 7	August 14	September 4
WINTER	November 6	November 13	December 4

Rain Taxi . . . where writing is going.

Rain Taxi • PO Box 3840 • Minneapolis, MN 55403
email: advertising@raintaxi.com

Rain Taxi Reader and Circulation Information

Rain Taxi readers are an educated group, with nearly 70% attaining post-graduate degrees; another 20% hold undergraduate degrees.

As a freely distributed magazine, we attract readers in a wide variety of income brackets: 73% have incomes between \$25,000 and 75,000, with 19% over \$75,000.

The gender ratio of our readers is nearly evenly split, with 52% male and 48% female.

60% of our readers are between 36 and 59 years old, with 28% between 18 and 35, and 12% age 60 and over.

Our readers use Rain Taxi to discover new books: 42% made book purchases based on a review or advertisement; 28% discussed books or ideas mentioned in Rain Taxi with friends or colleagues; and 20% checked out library books based on a review or advertisement.

Rain Taxi distributes 16,000 copies nationwide for free to over 200 independent bookstores, writing centers, and MFA programs. Here are just some of the places we send to:

Arizona:

Bright Side Bookshop
Changing Hands

California:

Beyond Baroque
Chaucer's Books
City Lights
Green Apple
Small World Books

Colorado:

Boulder Bookshop
Tattered Cover

Illinois:

AfterWords
Barbara's Books
Myopic Books
Powell's Bookstore
Seminary Co-op

Iowa:

Prairie Lights

Maryland:

Atomic Books
The Writer's Center

Massachusetts:

Amherst Books
Commonwealth Books
Grolier Bookshop

Michigan:

Crazy Wisdom

Minnesota:

Magers & Quinn
Common Good Books
Moon Palace Books
Open Book

New Jersey:

Bookends

New Mexico:

Brodsky Bookshop
Page One Bookstore

New York:

Labyrinth Books
Poet's House
Posman Books
St. Mark's Bookstore
Talking Leaves
The Poetry Project

North Carolina:

Malaprop's Bookstore
Regulator Bookshop

Ohio:

Book Loft

Oregon:

Powell's Bookstore

Pennsylvania:

Joseph Fox Bookshop
Kelly Writer's House
Midtown Scholar

Texas:

BookPeople
Brazos
Deep Vellum
Interabang Books

Utah:

King's English

Vermont:

Phoenix Books
Vermont Bookshop

Washington D.C.:

Bridge Street Books
Politics & Prose

Washington:

Elliott Bay Books
Richard Hugo House
Village Books

Wisconsin:

A Room of One's Own
Boswell Book Company
Woodland Pattern

online ad specifications

Please make your ad to the exact size specified, including border to these specifications:

Literary Calendar Banner Ad:

FORMAT: jpeg file, saved as baseline optimized, high or maximum, RGB color

SIZE: 504 pixels wide by 144 pixels high (7" w x 2" h)

RESOLUTION: 72 dpi

raintaxi.org Ads:

FORMAT: jpeg file, saved as baseline optimized, high or maximum, RGB color

SQUARE TILE: 200 x 200 pixels

SKYSCRAPER: 200 x 400 pixels

RESOLUTION: 72 dpi

E-mail Newsletter Ads:

FORMAT: jpeg file, saved as baseline optimized, high or maximum, RGB color

SIZE: 504 wide x 144 high pixels (we can be flexible with height, but ad should be no wider than 504 pixels).

RESOLUTION: 72 dpi

Rain Taxi reserves the right to resize or reject inappropriate ads.

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raintaxi.org

2019 online ad rates and sizes

In 2018, raintaxi.org had over 135,000 users and nearly 400,000 pageviews!

RAINTAXI.ORG ADS:

Square Tile: (200 x 200 pixels)

One-week run: \$75

Two-week run: \$125

Skyscraper Ad: (200 x 400 pixels)

One-week run: \$100

Two-week run: \$175

Twin Cities Literary Calendar

Banner Ad: (504 x 144 pixels)

One-week run: \$50

Rain Taxi also offers advertising in our monthly e-newsletter, sent to 5,500+ recipients!

E-MAIL NEWSLETTER ADS:

One-time inclusion: \$150

Deadline for online and newsletter ads are rotating, email for more info.

The screenshot displays the raintaxi.org website interface. At the top, there is a navigation menu with links: HOME, RAIN TAXI REVIEW, SPECIAL FEATURES, SUBMIT/ADVERTISE, SUPPORT/SHOP, and ABOUT RAIN TAXI. A search bar is located in the top right corner. Below the navigation, there are two main content areas. The first area is titled "RAIN TAXI EVENTS" and lists upcoming events: "Sept. 24: Gary Shteyngart" and "Sept. 30: Olga Tokarczuk". The second area is titled "TWIN CITIES BOOK FESTIVAL" and includes a "Save the Date: 10/13/18" notice. To the right of these events is a "TWIN CITIES LITERARY CALENDAR" section, which features a banner for "rain taxi proudly presents GARY SHTEYNGART" on Monday, September 24, 7pm, at Regis Commons, Macalester College, St. Paul. Below the banner is a detailed event schedule for Tuesday, September 4, Wednesday, September 5, and Thursday, September 6, listing times and activities like "Books & Bars", "William Kent Krueger", "Mindy Mejia", "Antonia Felix", and "Kathleen E. Allen". To the right of the calendar is a "DONATE TO RAIN TAXI" button and an "E-NEWSLETTER SIGN-UP" button. Below these are social media icons for Facebook, Twitter, and Email. The bottom section of the screenshot shows a "LIVE LIT" section with a "HOME" heading and a large image of a book cover. Below the image is a "Looking for a great read? Rain Taxi can help!" section, which describes Rain Taxi's mission and provides information about the "Winter 2014 Print Edition" and "Winter 2014-2015 Online Edition". At the bottom right, there are two dark purple boxes: one labeled "Square Tile Ad 200 x 200 pixels" and another labeled "Skyscraper Ad 200 x 400 pixels".