

## 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](mailto:advertising@raintaxi.com) for more info.

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

Email your ad to Kelly Everding:  
[advertising@raintaxi.com](mailto: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](http://www.raintaxi.com) for more information.

# rain taxi

## 2018 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.

### 2018 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

### 2018 DEADLINES

<u>ISSUE</u>	<u>RESERVE BY</u>	<u>COPY DUE</u>	<u>PUBLICATION DATE</u>
SPRING	February 7	February 14	March 7
SUMMER	May 9	May 16	June 6
FALL	August 8	August 15	September 5
WINTER	November 7	November 14	December 5

*Rain Taxi . . . where writing is going.*

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