

## 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.  
Email for an estimate of charges.**

## info of note

**Circulation:** 14,000 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

## 2022 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.

### 2022 ADVERTISING RATES

| <u>SIZE</u>                   | <u>WIDTH X HEIGHT</u> | <u>1XPRICE</u> | <u>CONTRACT PRICE</u><br>(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   |

### 2022 DEADLINES

| <u>ISSUE</u> | <u>RESERVE BY</u> | <u>COPY DUE</u> | <u>PUBLICATION DATE</u> |
|--------------|-------------------|-----------------|-------------------------|
| SPRING       | February 2        | February 9      | March 2                 |
| SUMMER       | May 4             | May 11          | June 1                  |
| FALL         | August 10         | August 17       | September 7             |
| WINTER       | November 9        | November 16     | December 7              |

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

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