

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: 15,000 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

2021 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.

2021 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

2021 DEADLINES

<u>ISSUE</u>	<u>RESERVE BY</u>	<u>COPY DUE</u>	<u>PUBLICATION DATE</u>
SPRING	February 3	February 10	March 3
SUMMER	May 5	May 12	June 2
FALL	August 11	August 18	September 8
WINTER	November 10	November 17	December 8

Rain Taxi . . . where writing is going.

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