

MWW ADVERTISING Rate Sheet & Agreement

Midwest Writers Workshop

DIGITAL ADVERTISING OPPORTUNITIES

MWW publishes four digital E-pistles (enewsletters) a month. With a 38+% open rate, we offer an excellent venue for reaching your target audience.

Our general newsletter features calendar events, particularly MWW programming, and industry information, Q&A, and writing tips, news about writers' success stories.

E-PISTLE NEWSLETTER AD

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|----------------------------------------------------------------------|-------|
| <input type="checkbox"/> Any single issue of our E-pistle Newsletter | \$35 |
| <input type="checkbox"/> All four newsletters for one month | \$125 |

Horizontal ad at end of E-newsletter: 560 x 80

Ad Includes: paragraph of copy (up to 50 words), a link to your website + your logo or image.

Please supply jpeg

WEBSITE AD

- | | |
|------------------------------------------------------------------------------------------------------|-------|
| <input type="checkbox"/> Your LOGO/LINK on the MWW Website
Thru January 2024 (MWW board approval) | \$500 |
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PRINT ADVERTISING OPPORTUNITIES

FULL-COLOR ADS IN SESSION NOTEBOOK

One of the most valuable take-aways of our annual workshop is, literally, the one thing every attendee takes away with them: our session notebook. It contains the complete schedule (with descriptions), faculty bios, and handouts and notes for the sessions. We're offering full-color pages near the beginning of the book for your ads. This is a great place for publishers and conferences to advertise—but it's for anyone offering professional services or products geared towards writers.

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|---------------------------------------------------------------|-------|
| <input type="checkbox"/> Full page 7.5" wide x 10" tall | \$200 |
| <input type="checkbox"/> Half page 7.5" wide x 5" tall | \$100 |
| <input type="checkbox"/> Quarter page 3.7" wide x 5.875" tall | \$50 |

SPECIAL ATTENDEE SECTION IN SESSION NOTEBOOK

MWW is a place to make valuable connections, but it's impossible to spend time with every other attendee. Now you can make sure you don't miss anyone by buying a business-card-size ad to promote yourself—whether it's focused on your book, your editing services, or simply a way to share your contact information or blog with everyone else who attends. Design an ad or simply send a high-quality scan of your business card. NOTE: these ads are black and white/grayscale only. Attendees can also purchase full-color ads, but the business card ads are available only to workshop attendees.

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|------------------------------------------------------------|------|
| <input type="checkbox"/> Individual ad 3.5" wide x 2" tall | \$25 |
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To reserve your space, contact Jama Kehoe Bigger at 765.282.1055 or email midwestwriters@yahoo.com.

After you talk to Jama, you'll receive an invoice for payment. Advertising space is not guaranteed until payment is received. Deadline for submitting finished ad materials (PDF or high-quality JPG sized to the correct size) is July 1.

CONFERENCE WELCOME BAGS

STUFFING OF BROCHURE, Postcard OR Flyer in Attendee Bags \$125

We insert your message...or flyer, book or gift!

Flyer or materials for stuffing must arrive by July 1st, 2023.

We will send you mailing/delivery instructions when we receive your completed form.

Midwest Writers Workshop is a 501(c)3 Non-Profit Organization

Advertising Application form

*FOR MWW conference PROGRAM PRINT ADS: Deadline for Event Program ad reservation is July 1, 2023. Ad must be received by July 7th, 2023. Display ads must be sent as a PDF or JPEG file. Option for text-only ads: send text in an email or as an MS Word file.

Once we verify space has been reserved for you, Digital Files can be emailed to midwestwriters@yahoo.com

All companies, services, and ads must be approved by the MWW Board.

Return this form via email (preferred) or send the completed contract to:
MWW, 2106 N. Colson Dr., Muncie, IN 47304