



2016 Advertising Rates

"Writer Unboxed is the only site for writers that I read every day. It's the essential stop for serious novelists."

- Donald Maass, Literary Agent and author of *Writing the Breakout Novel*



Website Advertising Opportunities

Writer Unboxed provides empowering information for writers, to help improve craft, inform about the business, and inspire along the road to publication with both serious stories and high humor. One reviewer said that we were like Huffington Post, but smaller, just for writers, and without all of the politics. (We agree.)

Background: Writer Unboxed was formed in 2006 by Therese Walsh and Kathleen Bolton, and over the years has evolved into a true community website. Writer Unboxed has ~50 regular columnists--authors, educators, and readers--and frequently posts offerings by a variety of guests. They host a Facebook group with over 5,000 members.

Our Viewers:

- are dedicated writers and readers
- actively comment and promote posts through social media
- average 2 minutes per visit, but may stay for an hour or longer

Our Statistics:

- 3,000 to 4,000 hits daily
- 45,800 backlinks reported vis wholinks2me.com
- continuous steady growth since its inception
- ~50% of visits originate through Facebook and Twitter links

Our Awards:

- Writer Unboxed has received numerous writing resource awards from sites across the internet
- named a "Top 101 Website for Writers" by *Writer's Digest* in 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, and 2016.
- #1 of geediting.com's "120 Most Helpful Websites for Writers in 2015".

"... obsessed with dissecting the storytelling technique, this blog also features advice on how to navigate the business side of publishing and self-publishing without selling your soul."

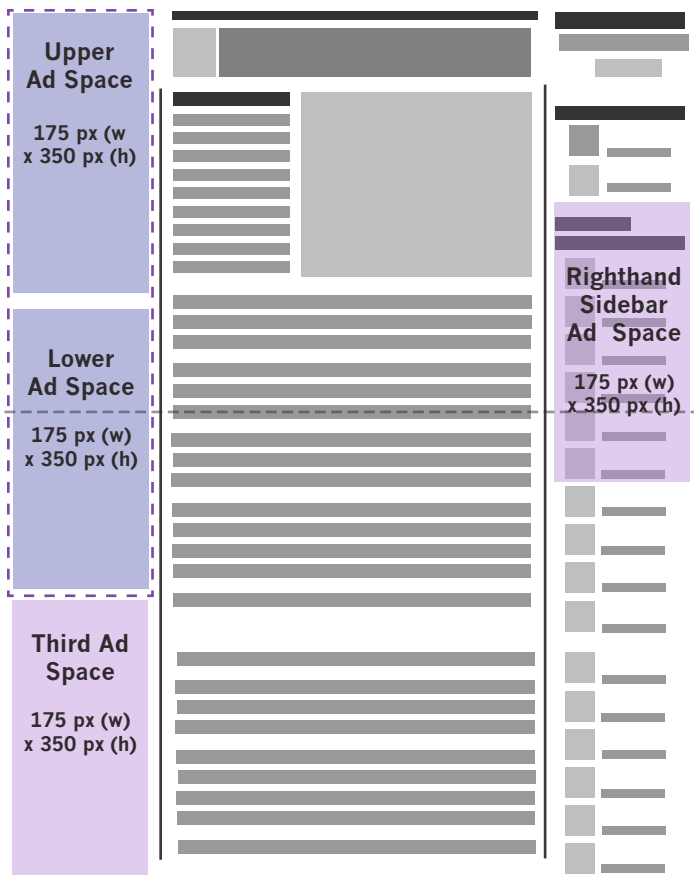
~ <https://geediting.com/blog/the-120-best-websites-for-writers-2015/>

"Writer Unboxed is a rich repository for fiction writers... [W]ith a social media following thousands of writers strong, WU has grown into a flourishing community that embraces writers of all levels... [T]he archives are deep and the updates are frequent..."

~ *Writer's Digest* May/June 2016 "Best Websites for Writers"



2016 Ad Placement and Options



Ad Sizes:

Regular Ads:

Regular ads are 175x350 pixels arranged vertically.

Tall Ads:

We also can accommodate a 'Tall' or double-height ad (350 x 700 pixels) if two adjacent ad spaces are booked simultaneously. (See dotted line).

Ad Locations:

Regular Ad Spaces:

We offer two regular ad locations--labeled Upper and Lower ad spaces (175x350pixels).

Overflow Ad Spaces:

At times of high demand, we may offer to run ads in a Third Ad space (immediately below the Lower ad Space) or in the Righthand Sidebar.

Ad Scheduling:

Our ad runs start on either the 1st or the 16th of the month, and run at half-month increments. For availability, and to schedule an ad, please contact wuadguru@gmail.com.

Ad Details:

Within any given ad space, the advertiser can have up to three ad graphics rotating (like a slide show). Each graphic can link to one url. No animated ads.

Ad Graphics:

Advertisers choosing to provide their own graphics should send RGB image files. For Regular ads, provide 300x600 pixel files in vertical format; for Tall ads, provide 300 x 1200 pixel files in vertical format.

Contact Information and Special Requests:

Want to run a lot of ads at once? Need extra design help? Want to check availability? For all requests and inquiries, please contact: wuadguru@gmail.com.

The Fine Print

Payment: We invoice by Paypal, and payment is required in advance to reserve the ad spot. Late payment risks losing the reservation.

Cancellations/refunds: No refunds. While we understand schedules change, once you book an ad, we reserve that space and turn away other inquirers. If you contact us at least one month before the ad start date, we will work with you to try to reschedule your ad and re-sell the original scheduled space. If you are providing your own graphic we cannot display it until we receive it from you. If you send it to us after your start date, then we will load it as soon as we receive it, but will offer no refund for the unposted days.

Impressions/Clicks/Sales/Advertiser Expectations: We do not guarantee a specific number of clicks, though click rates have varied from 10 to 300 clicks on prior ad runs. We have found that impressions (the number of viewers who see your ad and potentially remember it and return to the product) are far more indicative of the impact of advertising on our site. We have had reports of ad-generated business transactions occurring months after the ad run was over. Ads, however, are no guarantee of sales.

Ad Graphics: Advertisers providing their own ad copy must provide the url(s) and file(s) by 5pm (EST) three working days before post start date. Maximum file size is 150kb. Non-compliant ad images will be resized as necessary. No animated ads. Writer Unboxed reserves the right to refuse to post unacceptable ad images and in such cases will refund the ad fee.

2016 Ad Pricing

BUSINESS PRICE LIST

Business prices are for those advertising services or products targeting writers.

Prices are given for ad runs of up to three months; if you would like a longer ad run, contact wuadguru@gmail.com for a quote.

Regular Ads:

Upper Ad Space:

- 2 weeks: \$250
- 1 month: \$450
- 2 months: \$650
- 2.5 months: \$800
- 3 months: \$950

Lower Ad Space:

- 2 weeks: \$200
- 1 month: \$350
- 2 months: \$525
- 2.5 months: \$600
- 3 months: \$675

Tall Ad Space (combines Upper and Lower Ad Spaces):

- 2 weeks: \$420
- 1 month: \$750
- 2 months: \$1000

Overflow Ad Spaces

Third and Righthand Sidebar Spaces:

Overflow Ad spaces are only available when the Lower and Upper ad spaces are already booked for the desired period. For the Righthand Sidebar ad space, prices are equivalent to the Lower Ad space; for the Third ad space, prices would be slightly lower than the Lower Ad space.

Graphic Design:

Graphic design services available upon request. Advertisers requiring design services should contact us at least four weeks prior to expected post start date.

NOTE: Prior business advertisers who have linked their ads to email capture landing sites have experienced low response rates from our viewers. Advertisers who have linked to a landing site that offers information first, and then requests the email capture as a next step have had greater success.

AUTHOR PRICE LIST

We love writers, and offer substantial discounts to authors who are advertising their publications.

Prices are given for ad runs of up to two months; if you would like a longer ad run, contact wuadguru@gmail.com for a quote.

Regular Ads:

Upper Ad Space:

- 2 weeks: \$150
- 1 month: \$250
- 2 months: \$450

Lower Ad Space:

- 2 weeks: \$125
- 1 month: \$200
- 2 months: \$325

Tall Ad Space (combines Upper and Lower Ad Spaces):

- 2 weeks: \$250
- 1 month: \$400
- 2 months: \$700

Overflow Ad Spaces

Third and Righthand Sidebar Spaces:

Overflow Ad spaces are only available when the Lower and Upper ad spaces are already booked for the desired period. For the Righthand Sidebar ad space, prices are equivalent to the Lower Ad space; for the Third ad space, prices would be slightly lower than the Lower Ad space.

Graphic Design:

Graphic design services available upon request. Advertisers requiring design services should contact us at least four weeks prior to expected post start date.

Author Ad Package Deal:

Includes 1 page graphic design and ad space rental. Have a book to promote? Don't know anything about advertising? Send us your book cover image, some ad copy, and we will turn it into an ad for you!

Upper Ad Space:

- 2 weeks: \$150
- 1 month: \$225

Lower Ad Space:

- 2 weeks: \$135
- 1 month: \$200