

print ad specifications

Please make your ad to the exact size specified, including border. We prefer the following formats:

PDF file: with all fonts embedded, and images grayscale, at 300 dpi resolution. Please contact advertising@raintaxi.com for more info or Distiller settings.

TIFF or EPS files: 300 dpi, grayscale.

Email your ad to Kelly Everding at **advertising@raintaxi.com**; please fax a proof of your ad to 612-825-1528. Or mail to: Rain Taxi Review of Books, PO Box 3840, Minneapolis, MN 55403; please include a print-out proof of your ad.

We can also design your ad at low cost.
Call for an estimate of charges.

info of note

Circulation: 17,000 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.

Tearsheets/Invoices: will be mailed first class separately upon publication of issue.



Rain Taxi Review of Books

2012 print ad rates and deadlines

In keeping with Rain Taxi's mission to champion literary culture through programs and publications that foster engagement with exceptional writing, we are pleased to offer low-cost advertising as a reflection of our commitment to innovative publishing.

2012 ADVERTISING RATES

<u>SIZE</u>	<u>WIDTH X HEIGHT</u>	<u>PRICE</u>	<u>CONTRACT PRICE</u> (four issues/price per ad)
Full page	7.375" x 9.75"	\$850	\$750
Two-thirds page	4.625" x 9.75"	\$600	\$525
Half page (horizontal)	7.375" x 4.75"	\$440	\$375
Half page (vertical)	3.5" x 9.75"	\$440	\$375
One-third page (vertical)	2.25" x 9.75"	\$330	\$280
One-third page (horizontal)	4.625" x 4.75"	\$330	\$280
One-quarter page	3.5" x 4.75"	\$265	\$215
One-fifth page (horizontal)	7.375" x 2.125"	\$210	\$170
One-eighth page (horizontal)	3.5" x 2.375"	\$160	\$130

2012 DEADLINES

<u>ISSUE</u>	<u>RESERVE BY</u>	<u>COPY DUE</u>	<u>PUBLICATION DATE</u>
SPRING	February 8	February 15	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.

Rain Taxi • PO Box 3840 • Minneapolis, MN 55403
ph/fx: 612-825-1528 • email: advertising@raintaxi.com

Rain Taxi Reader and Circulation Information

Rain Taxi readers are an educated group with nearly 70% attaining post-graduate degrees, and 20% attaining undergraduate degrees.

As a freely distributed magazine, we attract readers in a wide variety of income brackets: 40% have incomes between \$30,000 and 75,000, with nearly 17% over \$100,000.

The gender ratio is nearly evenly split, with 53% male and 46% female.

60% of our readers are between 36 and 59 years old, with 27% between 18 and 35, and 12% age 60 and over.

Our readers use *Rain Taxi* to discover new books: 32% made book purchases based on a review or advertisement; 28% discussed books or ideas mentioned in *Rain Taxi* with friends or colleagues; and 20% checked out library books based on a review or advertisement.

Rain Taxi distributes 17,000 copies nationwide for free to over 200 independent bookstores, writing centers, and MFA programs. Here are just some of the places we send to:

California:

Beyond Baroque
Chaucer's Books
City Lights
Green Apple
Small World Books

Colorado:

Boulder Bookshop
Explore Booksellers
Tattered Cover

Illinois:

AfterWords
Barbara's Books
Myopic Books
Powell's Bookstore
Quimby's

Iowa:

Prairie Lights
Writer's Workshop

Louisiana:

Maple Street Books
Windows, A Bookstore

Maryland:

Normals
The Writer's Center

Massachusetts:

Amherst Books
Commonwealth Books
Grolier Bookshop

Michigan:

Crazy Wisdom
McLean & Eakin

Minnesota:

Magers & Quinn
Micawber's Books
Open Book

New Mexico:

Brodsky Bookshop
Page One Bookstore

New York:

Community Bookstore
Labrynth Books
Poet's House
Posman Books
St. Mark's Bookstore
Talking Leaves
The Poetry Project

New Jersey:

Bookends
Walt Whitman Arts

Ohio:

Book Loft
New World Bookshop

Oregon:

Book End
Powell's Bookstore
Reading Frenzy

Pennsylvania:

Joseph Fox Bookshop
Kelly Writer's House
Penn Book Center

Texas:

Bookwoman
Brazo's
Gemini Ink

Utah:

King's English
Sam Wellers Zion

Vermont:

Phoenix Books
Vermont Bookshop

Washington D.C.:

Bridge Street Books
Kramerbooks & Afterword
Politics & Prose

Washington:

Elliott Bay Books
Left Bank Book Collective
Richard Hugo House
Village Books

Wisconsin:

A Room of One's Own
Avol's at Canterbury
Frugal Muse
Woodland Pattern