

Advertise with **gritLIT!**

This year, gritLIT celebrates 20 years, and will include 20+ high-profile events — including one at Theatre Aquarius and one at the Playhouse Cinema — that will guarantee our most successful, visible festival ever. Advertising in gritLIT's program is an opportunity to get your brand in front of arts lovers in Hamilton and beyond!

gritLIT programs are 48 pages and full-colour gloss. We print **7,000** copies:

- 5,000 copies distributed via the Hamilton Spectator to carefully-chosen targeted postal codes
- 2,000 copies distributed through local libraries, community centres, local businesses, and at the festival
- Additional views of digital program
- Careful attention to distribution helps ensure that our program, and your ad, will be seen by gritLIT's **target audience** — readers and writers who engage with their community, celebrate cultural diversity and support arts events, organizations and businesses.



About **gritLIT**

gritLIT is Hamilton's annual literary festival, a five-day celebration of Canadian authors. Since its inception in 2004, the festival has built a reputation with readers in the Golden Horseshoe as a place to get “up close and personal” with their favourite authors and to discover new voices.

Program Specs

Full Page	4.5" wide x 8" high	\$1000
Half Page	4.5" wide x 4" high	\$500
Quarter Page (Banner)	4.5" wide x 2" high	\$250
Quarter Page (Portrait)	2.25" wide x 4" high	\$250

Submission Details & Deadline

All ads should be submitted as 300 dpi, full-colour, no bleed, PDF/JPG/PNG files.

Deadline for receipt of file is **February 29, 2024**.



Contact Us Today!

To be included in gritLIT's program, contact:

Jessica Rose,
**Interim Artistic Director
and Marketing Manager**
marketing@gritlit.ca

