



WIT Literary Festival — 2025 Program Information

The WIT Literary Festival attracts literature lovers, students, faculty, and the broader community. Connect with a vibrant, engaged audience by placing an ad in our printed program booklet. Advertising in the WIT Literary Festival Program offers several strategic advantages, especially if you're targeting a culturally engaged and literate audience. **Why consider advertising in the WIT Literary Festival Program?**

- **Branding:** Your ad runs in the full-color Festival Program distributed at each of the eight Festival sessions. Alongside information about our guest speakers and the Festival schedule, it features information about local shops, businesses, and more.
- **Online Promotion:** Your business will be promoted as a friend of the Authors Guild Foundation's WIT Literary Festival on the event website where attendees learn where to stay, shop, dine and explore before they arrive!
- **Targeted, Engaged Audience:** The Festival attracts a dedicated group of book lovers, students, academics, writers, and creatives. Advertising in the program places your message directly in front of people who value the arts, education, and culture.
- **Extended Exposure:** Programs are often kept as souvenirs or reference guides. Unlike digital ads, a program ad can offer *repeated exposure* as attendees revisit it before, during, and after the Festival.
- **Support for the Arts:** Advertising aligns your business with your support for the local arts and literary community, boosting your brand image as a cultural advocate and community partner.
- **Cost-Effective Brand Visibility:** Compared to broader advertising platforms, a Festival program ad is a cost-effective way to align your brand with a prestigious event and reach a highly relevant audience.

Advertising Options

All ads are printed in full color.

Reservations and artwork Deadline: August 22, 2025

Specs are below. Ads should be submitted as CMYK, high-res / print ready PDF (with no bleed/no crop marks). Any images used in layout should be 300dpi before exporting the PDF.

Placement	Dimensions	Rate
Back Cover	5.25" (w) x 8.25" (h)	\$1,750
Inside Front Cover	5.25" (w) x 8.25" (h)	\$1,525
Inside Back Cover	5.25" (w) x 8.25" (h)	\$1,250
Full-Page	5.25" (w) x 8.25" (h)	\$750
Half-Page	5.25" (w) x 3.94" (h)	\$475



Reservation Form WIT Literary Festival — 2025 Program

Business/Organization Name: _____

Contact Person: _____

Email: _____

Phone Number: _____

Mailing Address: _____

Ad Selection

- ☐ Back Cover — \$1,750
- ☐ Inside Front Cover — \$1,525
- ☐ Inside Back Cover — \$1,250
- ☐ Full-Page — \$750
- ☐ Half-Page — \$475

Total Due: \$ _____

Payment Method:

- ☐ Check (Payable to Authors Guild Foundation)
- ☐ Credit Card (authorsguild.org/witfestival)
- ☐ ACH/Wire (Information provided upon receipt of this form)

Mail checks to:

Authors Guild Foundation
31 E 32nd Street, Ste. 901
New York, NY 10016

Email Reservation Forms & Questions to: easpenlieder@authorsguildfoundation.org

Agreement:

By submitting this form, I agree to the above terms and confirm that I have the rights to the content submitted for advertising.

Signature: _____ **Date:** _____