



# GrubStreet

www.grubstreet.org  
617.695.0075 | info@grubstreet.org  
162 Boylston Street, 5th Floor  
Boston, MA 02116  
**Advertising Opportunities**

## Website Ads

GrubStreet's website and blog receive over 100,000 unique visitors per year. Our blog also has an active subscription list of over 2,000 individuals. \*Discounts available for multiple months of advertising

Display your banner ad or button on the blog section of GrubStreet's site.

## Web Pricing and Dimensions

Web Banners \$1,000/mo.\*

*Dimensions: 300 pixels x 900 pixels, PNG or JPG image, 72 dpi.*

Button Ads \$350/mo.\*

*Dimensions: 300 pixels x 300 pixels, PNG or JPG image, 72 dpi.*

## Sponsored Content

Advertorials: "Spreading the Love" is a weekly email newsletter sent out to GrubStreet's active 14,000 person mailing list. Your advertorial will be prominently placed in the middle of the other content, including reading suggestions and event listings.

Sponsored posts: GrubStreet's blog reached 32,000 unique individuals in 2014, as well as an active subscription list of over 2,000. Sponsored posts are one of the most effective ways we've found of reaching our audience.

## Content Pricing and Length

Advertorials \$500

*100 words. GrubStreet can assist with editing content for maximum impact. Can include one image or logo, 200x200 pixels, JPG or PNG format.*

Sponsored Posts \$1,000

*Posts can be 200-800 words in length and must contain practical tips and advice for writers in addition to advertising your goods and services. GrubStreet can assist with editing content for maximum impact.*

## Print Ads

GrubStreet has two annual events with print ad opportunities: Lit Up, a gala in November with 300+ attendees, and The Muse and the Marketplace, a writing and publishing conference in May attended by over 900 literary agents and authors. Specs for both ads are below.

Black and white, 300 dpi. No bleed. PDF, EPS, TIF, and JPG files are all accepted. Ads can be created or changed to meet press-ready standards and will be billed at the rate of \$75 per hour (20 minute minimum).

## Deadlines and Delivery

Muse conference program ads: due by March 10th, 2016.

## Print Ad Pricing

Inside Front Cover \$2,000

Inside Back Cover \$1,000

Full-page Ad \$600

1/2-page Ad \$350

1/4-page ad \$200

## Print Ad Dimensions

Full page 7" wide by 9" tall

1/2 page 3.5" wide by 9" tall or  
7" wide by 4.5" tall

1/4 page 3.25" x 4.25"

Questions? Contact Sonya Larson at 617.695.0075 or e-mail [sonya@grubstreet.org](mailto:sonya@grubstreet.org).