

WHEN WORDS COLLIDE

AUGUST 14-16, 2026

HYATT
REGENCY
CALGARY

MEDIA KIT



**WHEN
WORDS
COLLIDE
2026**



www.whenwordscollide.org



403.264.4730



info@alexandrawriters.org

WHEN WORDS COLLIDE

2025 STATISTICS



930

REGISTRANTS



177

SPEAKERS



200+

SESSIONS



NORTH AMERICA WIDE
AUDIENCE

SOCIAL MEDIA

JULY 1-AUG 31, 2025



1300

IG FOLLOWERS



18K/6.3K

FB / IG VIEWS



6K

IG REACH

ABOUT THE FEST

When Words Collide (WWC) is a premier literary festival that brings together writers, readers, publishers, and industry professionals for a weekend of panels, workshops, and networking opportunities.

We support writers in the craft and business of writing, exploring all avenues of the writing process, publishing and storytelling. We are committed to building a strong literary community, and to bringing local writers - Alberta and Canada - to the attention of book lovers.

WHY ADVERTISE WITH WWC?

When Words Collide audiences are highly engaged and segment specific. An ideal mix for your ad!



Published and aspiring authors



Literary agents and publishers



Avid readers and book lovers



Writing and publishing industry professionals



www.whenwordscollide.org

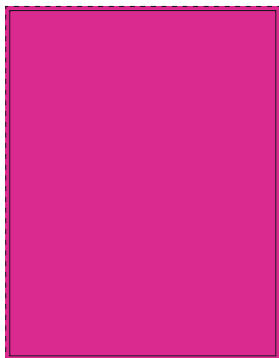


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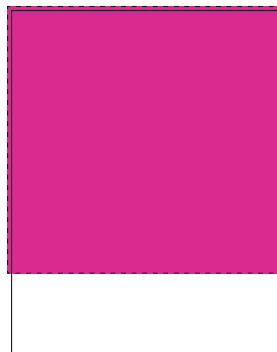
AD SIZES AND RATES



INSIDE COVER (FRONT/BACK)

8.5"w x 11"h
(include 0.125"
bleed per side)

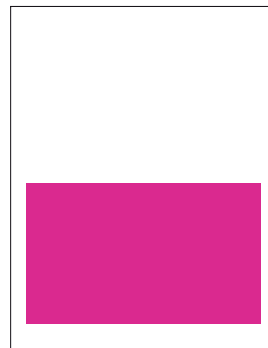
2 available
\$350 ea.



3/4 PAGE (BACKCOVER)

8.5"w x 8.25"h
(include 0.125" bleed
per side)

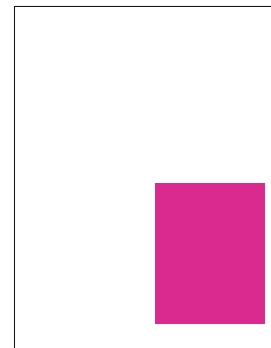
1 available
\$500



1/2 PAGE (HORIZONTAL)

7.5"w x 4.5"h
(include 0.125" bleed
per side)

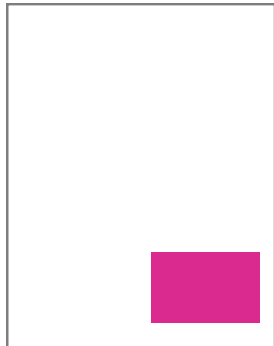
4 available
\$300 ea.



1/4 PAGE (VERTICAL)

3.5"w x 4.5"h
(include 0.125" bleed
per side)

8 available
\$200 ea.



1/8 PAGE (BUSINESS CARD)

3.5"w x 2.25"h
(include 0.125" bleed
per side)

8 available
\$125 ea.

DID YOU KNOW?

It takes 3 separate interactions to make your ad sticky in a potential client's mind? Why not **add a social media and newsletter mention** and make your message stick?



ADD A SOCIAL MEDIA SHOUT OUT

4:3 Aspect ratio
RGB colour profile
PNG or JPEG

\$25



ADD A NEWSLETTER SHOUT OUT

1:1 Aspect ratio
RGB colour profile
PNG or JPEG

\$25

FORMAT

Preferred file format for print is a high-resolution PDF, but artwork will also be accepted in .png format. All images must be 300 dpi resolution. PDF files must be CMYK. Print quality JPG files will also be accepted.

DEADLINE FOR MATERIALS

JULY 15, 2026

CONTACT US

FOR MORE DETAILS OR TO SECURE YOUR AD SPACE PLEASE CONTACT

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