



Tell your story to our audience with affordable targeted advertising rates at tellingtales.org

We are offering a select number of spaces to publishers, booksellers and organizations that support our mission to deliver outstanding literary programming to children and youth that raises awareness of the importance of literacy in our community.

OUR 2021 SEASON WILL AGAIN BE VIRTUAL.

Visitors will be able to access all of our content on our website tellingtales.org.

Program begins with our Launch on **May 18th**



On Demand
June 16th



Main Event
Westfield Heritage Village
September 21, 22, 23



Nature Tales
Royal Botanical Gardens
September 29th



Monthly
Imagination Station
October 2021 - April 2022

All via the Telling Tales website platform.

Each presentation continues “on-demand” from our website into the following year.

2021 Website Traffic Estimates Based on 2020 Results

30,000 annual visitors

70,000 page views

Media Impressions

20,000,000

2021 Media Partners

CHCH, The Hamilton Spectator, 900 CHML,
Fresh Y108, Energy 95.3, 102.9 K-Lite,
Move, Quill and Quire, Canadian Children’s
Book Centre, Your TV Halton,
YourTV Niagara and Cable 14.

EVERYTHING YOU NEED TO KNOW

We'll help you choose from these prime page locations:

1. Event
2. Stage
3. Individual Presentation

Two Sizes available:

Banner (728 x 90px)
Rectangle (300 x 250px)

Book via info@tellingtales.org

Format:

.jpg or .png
Be sure to include the destination URL to be linked

Send files to:

communications@tellingtales.org

Ad Rates:

1 month	\$250
2 months	\$450
3 months	\$600
4 months	\$750
6 months	\$900

Ads run from 1st of the month

Artwork must be received by the 20th of the month prior to start date

ABOUT OUR AUDIENCE

74 % Live in GTHH -
(Greater Toronto (14%),
Hamilton (50%)
and Halton (10%))

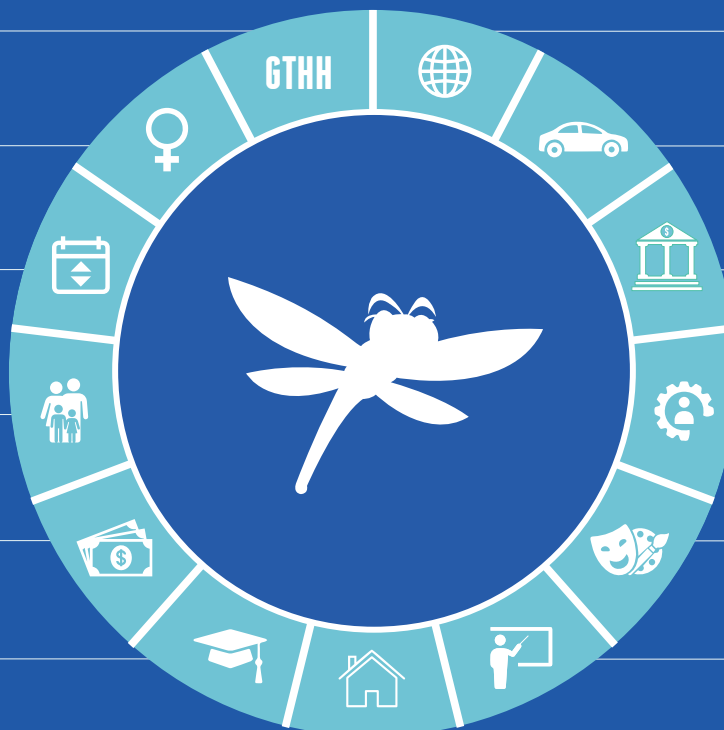
75 % are women

66% between ages
of 25 and 44)

82% are families
with 2 children

47% have HHI of 75+,
32% have income
of 100k or more

88% have college
or higher education



20% use Bell,
17% Rogers,
10% Cogeco

14% drive Hyundai,
13% Toyota,
7% Subaru

35% Bank with TD,
11%, with RBC 11%,
Credit Union

30% are self-employed

20 % work in arts and
entertainment

30% work in Education

80% own their
homes