



Landlords,
Promoters,
Wishing to advertise
Sessions, Gigs, etc

This size (1/6th page)
is
just £8 prepaid
(or £12 invoiced)

Discounts: x2 issues, 5%.
x3, 7½%. x4, 10%.

Details: →



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The Folklife volunteers are listed on page 3



• Folklife, sort code 09-01-55, a/c 18675181

YOUR ADS IN FOLKLIFE QUARTERLY

- **stand out** as advertising limited to just 1/4 of FQ!
- **value for money!** ... as your adverts will be shown for 3 months!
- **and copied online:** see folklife.org.uk & folklife-directory.uk
- **and copied to our ads-only** FOLK WHAT'S ON, distributed free to TICs, libraries, & large general venues that include folk programming



Deadlines

- 1 Jan: 20 Nov
- 1 Apr: 20 Feb
- 1 Jul: 20 May
- 1 Oct: 20 Aug

- ‡ 1 OCTOBER issue = Oct-Nov-Dec • Deadline is 20 AUGUST.
- **ADVERTS:** changes can be made, if same size / image-type (eg jpg) as originally sent,
 - up to 1 SEPT, as advert layout will be finalised on 2 SEPT.
- **NEWS and LISTINGS (Folklife members):** changes if same word-length or shorter,
 - up to 8 SEPT. [Non-members news to Correspondents: by 20 AUG.]

JOIN US !

Your Membership Benefits

- FQ by post and Free Publicity, print+ online
- Festivals, Venues, Performers, Media, Services, Organisations
 - News & Reports, Listings
 - Festival Diary, Workshop Diary

No form needed

- just send a cheque/BACS

- FOLKLIFE, sort code 09-01-55, account 18675181
- Please email your name, address, phone (no email? please PRINT when writing)

- ◇ **POSTED:** 1 YEAR to 1 address (4 issues per year) x 1 copy **£18**
- ◇ x2=£20, x3=£21.50, x4=£23, x5 = £25
- ◇ **RESELLING including postage Buy @ £1.10, sell @ £2.50 !** for 6 or more --- by Clubs, Pubs, Venues, Festivals, Performers, Shops, & you - x6 = £6.60 per quarter, or £26.40 a year; x7 = £7.70 per quarter, £30.80 a year; etc

ADS: COSTS (NO VAT CHARGED)

- A4 £222 colour / £84 mono
- 1/2 £133 colour / £48 mono
- 1/4 [A6] £75 colour / £28 mono
- 1/8 £46 colour / £18 mono
- 1/16 £30 colour / £12 mono
- ◇ Invoiced prices above

If you can prepay
= you pay by deadline,
so we needn't send an invoice
deduct £4 from total!
so 1/16 mono is just £8 prepaid

- **Book space** by prepaying, or by emailing your Purchase Order N°.
- **Invoiced terms** = 30 Days from invoice date. Invoices, and receipts, are emailed.
- Discounts: x2 issues, 5%. x3, 7½%. x4, 10%. Over 1 page per issue, 5%.
- **Further ads will not be accepted if money is owing from last time !**
- ◇ **Colour ads:** only on covers/inside covers, or exceptionally on colour insert page
 - ◇ You can book A4 colour position: prepaid, on 1st come, 1st served, basis
 - ⊕ **Front Cover:** £ cost as A4 colour 5/6th A4 size as below under Ads: SIZES
 - ⊕ **Edge-to-edge:** £ cost as A4 colour (no extra charge!), size as below Ads: SIZES
- ⊕ **Members:** mono ads placed as near as possible to your news or Diary entry, page preference-order to biggest (1st A4; 2nd 1/2; and so on)

ADS: SIZES (A4)

- ⊕ **Front Cover, up to 5/6th A4 [colour]** max w 210, max h 250, +3 mm bleed
- ⊕ **Edge-to-edge [colour only]** max w 210, max h 297, +3 mm bleed
- A4 max w 188, max h 275
- 1/2 across ↔ max w 188, max h 132
- 1/4 [A6] max w 92, max h 132
- 1/2 column ↑ max w 92, max h 268
- 1/8 max w 92, max h 64
- 1/16 max w 44, max h 64.
- ⊕ **Sizes include optional border** ⊕ **Other:** any combination of 1/16 boxes (4mm between boxes).

ADS: EMAIL ads must be emailed: image or text

- ⊕ **email image:** camera-ready - attach your tiff, jpeg, PDF - we can stretch to fit
- or ⊕ **email text:** just email us the words; you can also attach 1 logo to be included; we will typeset, free, in our choice of typeface (as we regularly do for smaller clubs)

- ✓ We use: Mac OS 10.7.5, Adobe InDesign CS 6.
- ✓ **Colour ads:** you are advised to send us a printout so we can check colours.
- ✓ **If B&W:** pl convert colour to greyscale, & check that before sending.
- ✓ Jpeg ✓ Tiff
- ✓ PDF as High-definition 300dpi, text 600 dpi, fonts embedded; if B&W ad, send only as greyscale.
- ? **Word:** "Word.doc" is not an image. You can **save Word as a PDF** (→ [Print] → [Save As PDF])
- !! complex adverts may appear differently, so ask a professional designer to design & send them

MEMBERS' NEWS

up to 200 words, per news item
more if advertising:

1/16 250 1/8 275 1/4 300 1/2 350 A4 450

- your Reports, Dates, Festival Info, CD Info.
- ◇ **Reviews:** only as sent in by our Members, so please don't send CDs to editors
 - ◇ **don't count:** heading [name/venue/start time], end contact details
 - ◇ **Photos:** B&W high-res (300 dpi) welcome X not low-res eg copied from web X
 - ◇ **Word limits** are for 1 item, you can send in more than 1, eg 2 CDs count as 2 items.
 - ◇ **Festival & Workshops Diaries:** same word limits for "More Details" section.
 - ◇ **CORRESPONDENTS** usually 350 to 800 words [may vary, depends on local circulation/ads]

FOLKLIFE TRADITIONS

Articles & news - word limits by arrangement.

Send News as plain email
or as RTF or as Word.doc