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## OUR INFO-PAGE

Membership, word limits, advert info,  
deadlines, reselling discounts

❖ JAN 2019 ❖ FOLKLIFE WEST, No 60 ❖

# FOLKLIFE publishers

- [www.folklife.org.uk](http://www.folklife.org.uk) ~ main site, FW news pages
- [www.folklife-directory.uk](http://www.folklife-directory.uk) ~ online Directory
- [www.folklife-traditions.uk](http://www.folklife-traditions.uk) ~ FT: articles, Directory



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££

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

## YOUR PRINTED ADS IN FW ~ also ONLINE - FREE!

## ➤ ADS: COSTS NO VAT CHARGED!

- **Stand out** ..... as limited advertising
- **Value for money!** ... as your ads last for 4 months! AND copied online!
- **Also online:** in news pages [folklife.org.uk](http://folklife.org.uk); festivals [folklife-directory.uk](http://folklife-directory.uk)
- **Also in our ads-only FOLK WHAT'S ON**, distributed free to TICs, libraries, & large general venues that include folk programming

- FW Jan 1st < Jan • Feb • Mar • Apr > **Copy by 19 Nov**
- FW May 1st < May • Jun • Jul • Aug > **Copy by 19 Mar**
- FW Sept 1st < Sep • Oct • Nov • Dec > **Copy by 19 Jul**

**LATE CHANGES?** Possibly ... **CONDITIONS APPLY** -  
ADVERTS: *IF* same size / image-type (eg jpg) as originally sent.  
• up to 30 Nov / 31 Mar / 31 Jul as **advert layout is finalised next day!**  
NEWS, LISTINGS: *IF* same word-length or shorter • up to 6 Dec / 7 Apr / 7 Jul  
• **But non-members news to Correspondents must be sent by "Copy" date**

### COLOUR - invoiced prices

A4 £190 (or £200 full bleed); 1/2 £115; 1/4 [=A6] £65; 1/8 £40

- **If prepaid: £4 less. Prepaid discounts 10% for 2 ads, 15% for 3 ads.**  
Colour ads - only on covers/inside covers, or exceptionally on colour insert page  
- booking A4 colour position: prepaid, on 1st come, 1st served, basis

### MONO

"Prepaid" is £4 less than invoiced; and 10% discount for 2 prepaid;  
prepaid year (3 issues) is over 15% less than 3 prepaid separately

- A4 ..... invoiced £73. **Prepaid £69 ... year [x3, £207 -15%] £175**
- 1/2 ..... invoiced £42. **Prepaid £38 ... year [x3, £114 -15%] £96**
- 1/4 [A6] invoiced £25. **Prepaid £21 ... year [x3, £63 -15%] £53**
- 1/8 ..... invoiced £16. **Prepaid £12 ... year [x3, £36 -15%] £30**

- **Book space** by prepaying, or by emailing your Purchase Order N°.
- **Invoiced terms** = 30 Days from invoice date. *Invoices, and receipts, are emailed.*
- **Further ads will not be accepted if money is owing from last time!**
- **Members:** mono ads placed as near as possible to your news or *Diary* entry, page preference-order to biggest (1<sup>st</sup> A4; 2<sup>nd</sup> 1/2; and so on)

## ➤ ADS: SIZES (A4)

- **Full 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
- Sizes include optional border
- Other: any combination of 1/8 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
- **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 often 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 as greyscale.
- ✗ **Word:** "Word.doc" is not an image ..... so **save Word as a PDF** ( → Print ) → Save As PDF )
- ✗ complex adverts may appear differently, ask a professional designer to design & send them

## Your Membership Benefits

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

**No form needed to join**  
- just BACS or send cheque  
FOLKLIFE, sort 09-01-55, account 18675181  
• Please email your name, address, phone (no email? please PRINT when writing)

- **POSTED:** 1 YEAR to 1 address (3 issues per year) x1 copy **£15**
- x2=£18, x3=£20, x4=£23, x5=£25
- **RESELLING 40% OFF + post-free Buy @ £1.50, sell @ £2.50!**

for 6 or more - by Clubs, Pubs, Venues, Festivals, Performers, Shops, & you -  
x6 = £9 per issue, or £27 per year;  
x7 = £10.50 per issue, £31.50 per year;  
x8 = £12 per issue, or £36 year; etc

## ① Members' News up to 200 words per item

**More if advertising:**  
1/8, up to 275 words.

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 [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 (so CD + news = 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]

## ② FOLKLIFE TRADITIONS

Articles & news - word limits by arrangement.

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