



Folklife West Journal: ad sizes & costs

FOLKLIFE WEST
• PUBLISHERS •

EDITOR @ FOLKLIFE-WEST. Co. UK
 WWW. FOLKLIFE-WEST. ORG. UK
 01684-575704 • SAM & ELEANOR SIMMONS
 16 BARRETT RISE, MALVERN, WORCS WR14 2UJ
 AND NOW ON SKYPE AS "FOLKLIFE-WEST"
 CHEQUES: PAYABLE TO FOLKLIFE WEST

ALSO FROM FOLKLIFE WEST

FOLK WEST
CORNWALL TO NOTTINGHAMSHIRE AND BEYOND ...
15 Jan & Quarterly £1 in clubs, £2 by post
FROM LOCAL SESSIONS
TO MAJOR FESTIVALS
• SONG • DANCE • STORY
• NEWS • ADS • LISTINGS

FWJ ad sizes & costs

Costs **£ prepaid** by deadline / **£ invoiced** (+ £4 more)

STANDARD SIZES including optional border

1/4	max h 124, max w 91.5 mono	£ 13 / £ 17
1/2: across ...	max h 124, max w 188	} ... mono	£ 24 / £ 28
or 1 column	max h 251, max w 91.5		
A4 up to	max h 275, max w 188	{ mono	£ 44 / £ 48
(A4 size is as this page's outer box)			

OTHER THAN STANDARD SIZES

- **A4 EDGE TO EDGE** h 297, w 210: +£20, i.e.} mono £ 64 / £ 68
("full bleed") } colour £170 / £174
- **INSERTS: 400 A4** per 1 A4 sheet, single or double-sided £80
- **SPECIAL POSITIONS** back covers & inside-covers, middle pages can be requested for A4, colour only for no extra charge

We welcome adverts from
FOLKLIFE ORGANISATIONS,
FOLKLIFE STUDIES,

including **COURSES,**
MUSIC & BOOK PUBLISHERS & RETAILERS

Note: **FWJ** does not include adverts which appear in our quarterly **Folk West** - such as adverts for
• individual performers (other than eg recordings),
• dates for folk concerts, folk clubs & venues, folk festivals, etc
° workshops, folk services - **FWJ** or **FW** as appropriate

1/2 across advert

1 column advert

MEMBERSHIP - Do Join Us!

JOURNAL-MEMBERSHIP for 2 years

4 issues of **FWJ** and 1 **Folklife Traditions Directory**
+ MEMBER-LISTINGS DIRECTORY updates in **FWJ**
+ 1-line LISTINGS in **FWJ**, & on <http://traditions.folklife-west.org.uk>
just **£10 UK** (overseas: see website)

Back issues special rate when taking out membership
all **FWJ** each add £1.50 (£2.25/£3)
FTD (Folklife Traditions Directory) 2009 same

-- **OR** --

FULL MEMBERSHIP for 1 year (above plus more)

- **JOURNAL** (2/yr), **FOLK WEST** (4/yr), plus in alternate years **FTD 2009** (as above) or **FOLK WEST DIRECTORY 2010**
- LISTINGS in **FOLK WEST DIRECTORY**
 - LISTINGS updates in **FOLK WEST** or **JOURNAL**
 - 1-line LISTINGS in **FOLK WEST** or **JOURNAL**, and online
 - YOUR NEWS / EDITORIAL / PUBLICITY

Cost based on N° of copies per issue, supplied to 1 address
UK x 1 copy, £13 □ x 2, £15 □ x 3, £16 □

- Clubs, Festivals, Performers, & indeed any other Members, can sell publications & keep the money! (details on website)
 - This is included in the Membership price - you do not need to send us more than annual Membership cost ... although donations always welcome!

- To join: just write your name, address, phone, email, with a cheque to: "Folklife West", address (& contact details) top of page.

EMAIL

- !! **Send Greyscale** unless colour ad
- ✓ **Apple Mac**-compatible; we prefer any of **PDF, Tif, Jpeg, or EPS**.
- ? **Microsoft Word .doc?** (editor sighs).
↳ Text and "Save-As" PDF. X NOT: **.docx X**
- X NOT **.pub** (Publisher) or **.wps** files X
- ? **Other formats** contact us 1st, ASAP.

... OR PAPER

- ✓ **We can typeset** from your typing - free!
- ? **Scans** ✓ matt (X not glossy),
✓ black & white (X not grey).

FWJ N° 4, late-December 2009,
deadline 7 December 2009

(reviews earlier, please check)

"Ads Pay Before, Or £4 More!"

for other publications, & for contact details, see on left