

THE INFO PAGE

CONTACT DETAILS
MEMBERSHIP BENEFITS, AND RESELLING DISCOUNTS
ADS RATES & SIZES • FORMATS • NEWS WORD LIMITS



FOLKLIFE WEST
• PUBLISHERS •

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 CHEQUES : PAYABLE TO FOLKLIFE WEST

JOIN US!

NO FORM NEEDED!

Simply send a cheque made out to **Folklife West** plus your name, address, tel, email. If on email, please also email details. Thanks!
 FESTIVALS, VENUES, PERFORMERS, MEDIA, SALES & SERVICES, ORGANISATIONS - once joined, you can have free listings, and send in your news, dates, festival diary details, etc, subject to word limits.

MEMBERSHIP: YOUR BENEFITS

FOLKLIFE WEST • Your Publicity/News/Reports/Listings, in print + on www.folklife-west.org.uk
Posted for 1 year to 1 address; 4 issues per year: **x1=£12** ❖ **x2=£14** • **x3=£16** • **x4=£17** ❖

Journal-only: same for 2 years



SELL FOLKLIFE WEST! Clubs, Festivals, Performers, & other Members

FW sells @ £2 each - IF YOU SELL ALL, DISCOUNT BETTER THAN 1/2 PRICE!

5: £19 ... sell all 5 copies @ £2, x 4 issues: £40! (gain £21!) • **6: £21** 6 @ £2, x 4: £48! (gain £27!)
 More: +£2/copy: • 7: £23 • 8: £25 • 9: £27 • 10: £29 • 11: £31 • 12: £33

price includes Membership



FOLKLIFE WEST JAN 2012 • £2 • posted £3 • Members free. Magazine webpage: <http://fw.folklife-west.org.uk>

Distribution: www.folklife-west.co.uk/distrib.html listing Clubs & correspondents receiving 5 or more *Folklife West*; and libraries & TICS free ads-only reference copy, sent throughout the circulation area - Isle of Scilly northwards!

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Illustrations © *Folklife West* & *Chris Stewart*, top cover & FW ident →

and © *Chris Beaumont*, many other illustrations, eg FW logo [left], morris, singers, 2 dancers. Club/venue logos © individual clubs/venues.



ADVERTS & NEWS & LISTINGS are copied ONLINE - NO EXTRA CHARGE FOR THIS

Ads placed: as near as possible to their news/Festival Diary entry. Exceptionally, covers: preference colour, preference A4; if none 1/2

Ad RATES, SIZES						NEWS / WORDS		FORMATS	
# back/inside cover: no extra charge! for A4 colour (if none 1/2 colour; then A4 mono). # sizes include optional border						Members' gig lists & CD details, and reports from Member clubs, venues, performers, festivals, etc		We use Apple Mac OS 10.4 + Creative Suite 2; we also have Apple Mac OS 10.6	
INVOICED Please quote Purchase Order No. £4 more to reflect cost ↓			PREPAID by deadline			WORD LIMITS are for 1 ITEM - - YOU CAN SEND IN MORE THAN 1! eg 2 CDs; or mixture, eg Clubs, CDs, gigs		EMAIL ATTACHMENTS	
			save £4 ↓	max h	max w			✓ Photos: !! high-res (300 dpi)	
Front cover = 2/3 A4	Colour	£234	£230	h 240	w 188	Front cover	up to 600 words	✓ Colour ads: !! pl send a printout to check colours	
A4	Colour	£234	£230	h 275	w 188	A4 advert	up to 500 words	✓ Mono (b&w): !! send as greyscale	
	Mono	£ 84	£ 80					✓ Tiff, Jpeg, Photoshop 9.0.2; InDesign 4.0.5	
1/2 A4 ⇔ across	Colour ‡	£140	£136	h 132	w 188	1/2 A4 advert	up to 350 words	? high definition PDF recommend: 300dpi, text 600 dpi, fonts embedded	
	Mono	£ 48	£ 44					!! problems with PDFs from CS4/CS5 = we may ask you for JPEGs instead	
1/2 A4 ↑ column	Colour ‡	£140	£136	h 268	w 92		MEMBERS' REVIEWS in Journal pages up to 150 words		
	Mono	£ 48	£ 44						
1/4 A4 [A6] [new: also colour]	Colour ‡	£ 84	£ 80	h 132	w 92	1/4 A4 advert	up to 300 words	Converting other formats to above ??? ??? word-processors eg Word .doc, .docx not recommended: poor reproduction → "Save-As" PDF + send backup printout	
	Mono	£ 28	£ 24					Ⓡ Prefer not Quark, .wps: our printers may be able to process at extra cost £!	
1/8 A4	Mono	£ 17	£ 13	h 64	w 92	1/8 A4	up to 250 words	??? Other formats contact us 1st, ASAP.	
1/16 A4	Mono	£ 11	£ 7	h 64	w 44	1/16 A4			
‡ if FW colour adverts total less than 3/4 A4 total - likely in FW's October issues - then we will use an insert page [A4] for colour.						No advert	up to 200 words	or PAPER	
PREPAID DISCOUNTS: <ul style="list-style-type: none"> • Ads x 2 or 3 issues, 5% • Ads x 4 issues, 10% • More than 1 page per issue, 5% 						B&W high-res (300 dpi) photos welcome		✓ We typeset ads from typing. Free! We can scan typing; other software can then 'read' that scan.	
OTHER SIZES: any combination of 1/16 boxes (64x44; 4mm between boxes).						FESTIVAL DIARY: same limits under heading "More Details": as above		✓ Sending printouts/scans for us to print matt (X glossy), black+white (X grey)	
PRE-PRINTED INSERTS: per A4 sheet, £ contact us						CORRESPONDENTS up to 1300 words [= A4 page]			
a non-profit organisation - donations & sponsors welcome						Word limits - we don't count <ul style="list-style-type: none"> • heading name/venue/start time • end contact details 			
						ARTICLES word limits by arrangement			
								PUBLICATION DATES	
								1st Jan	deadline 20th Nov
								1st Apr	deadline 20th Feb
								1st Jul	deadline 20th May
								1st Oct	deadline 20th Aug

Ad rates FW32, Jan 2012 - mono ad rates still same as equivalent A5 in July 2007!

Membership rates were increased last issue