

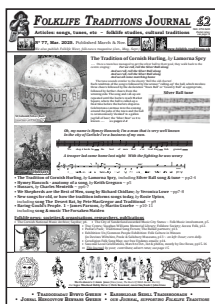


BACS: 'Folklife West T/A Folklife' sort code 09-01-55, account 18675181

Card: <https://ko-fi.com/folklife/shop> Cheque: 'Folklife' to 16 Barrett Rise, Malvern, WR14 2UJ.



Folklife West
January to April



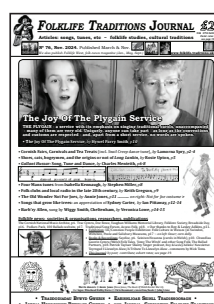
F T Journal
March



Folklife West
May to September



Folklife West
September to Dec.



F T Journal
November

Download PDF
£9 / year

or:

Posted UK
£21 / year \$

Air Mail
Europe £27 / year
World £33 / year

§ Posted UK to 1 address: x1=£21. x2=£30. x3=£38. x4=£44. 5 or more @ just £10 each, so 5 = £50, 10 = £100, etc

• BACS, card, cheque details top of page; email name, address, phone to sam@folklife.uk • We welcome your standing orders for subs

• **Membership includes publishing your publicity**: your session, club, festival, workshops, shop; as a performer

• You can have more than 1 news item, eg performer dates & performer new album

• **Regular (every issue) ads? Membership discount.** Posted: £10 less mono ad or 1 copy free with colour ads. PDF: free.

Your Members' News ~ up to 150 words + headings + photo

More words if advert: 1/8 up to 200; 1/4 up to 230; 1/2 up to 260; A4 up to 300. **Correspondents:** 350 to 600 words.

Don't Count heading [venue address, start time]; end [contact details, web, media]. Photos: B&W high-res (300 dpi) welcome.

Members: your club news - band - new album - festival - etc . . . your Reports, Dates, Festival Info, info on your latest album ...

What we publish is news from our Members who pay for this magazine. So Members' news about their album, rather than reviews.

Members' news always our priority ... so no interviews, and no reviews (exceptionally if space eg in correspondents' column)

Your Ads in print, and copied online

FOLKLIFE WEST adverts, pay by BACS, no VAT

- ❖ Ads displayed for 4 months, in print - and free online
- ❖ Folklife Members: can also pay by card or cheque
- ❖ New advertisers, and non-Member advertisers, prepaid only.
- ❖ Invoices, & receipts, are emailed. ❖ Members' terms: 30 days.

JOURNAL advert prices: simply **half FW prices** !

COST colour are simply 2x mono costs

REPEATS DISCOUNTS if prepaid together, with 2 or more PREPAID by BACS.

OR paid by standing order.

Ad discount in brackets after standard price £11 (£10)

~ **and** you get reduced Membership!

DEADLINES for FOLKLIFE WEST

- FW Jan < Jan • Feb • Mar • Apr > **Copy by 20 Nov**
- FW May < May • Jun • Jul • Aug > **Copy by 20 Mar**
- FW Sept < Sep • Oct • Nov • Dec > **Copy by 20 July**

✳ **Changes after deadline?** Possibly, conditions are:

- ✳ Adverts must be same size changes by 30 Nov, 31 Mar, 31 Jul
- ✳ News must be no longer than previously sent ... by 6 Dec, Apr, Aug

✳ **Non-Members' news** to FW Correspondents: 2 months (= 1 Nov, Mar, Jul)

DEADLINES for the JOURNAL

- Folklife Traditions Journal: 1 Mar **Copy by 1 Feb**
- Folklife Traditions Journal: 1 Nov **Copy by 1 Oct**

EMAILING ADS 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; we'll typeset, free (as we often do for smaller clubs)

✓ We use: Mac OS 10.13.6, Adobe InDesign CS 6.

✓ Jpeg ✓ Tiff ✓ PDF high-definition 300dpi, text 600 dpi, fonts embedded

✳ "Word.doc" is not an image! so **Save as a PDF** → **Print** → **Save As PDF**

✳ complex adverts may appear different - ask a professional designer to send

The Editors • Sam & Eleanor Simmons
• sam@folklife.uk • 01684 561378
16 Barrett Rise, Malvern, Worcs WR14 2UJ



A4
max w 194,
max h 283

Colour £130
(discount £120)

Mono £65
(discount £60)

A4 full bleed
(edge to edge)
max w 210,
max h 297,
+3 mm bleed

Colour-only
£140
(discount £120)

**1/2 A4,
portrait (tall)**
max w 93,
max h 283

Colour £70
(discount £64)

Mono £35
(discount £32)

**1/2 A4,
wide**
max w 194,
max h 133

Colour £70
(discount £64)

Mono £35
(discount £32)

**1/4 A4
(A6 size)**
max w 93,
max h 133

Colour £40
(discount £36)

Mono £20
(discount £18)

1/8 A4
max w 93,
max h 64

Mono only
£11 (discount £10)
n/a for Journal