



1 FT **FOLKLIFE TRADITIONS** ~ articles, news, publications, listings **FT index on page 2**
 * online Archive of articles + index; **FT DIRECTORY**; and download latest FT www.folklife-traditions.uk

2 News + LISTINGS **FOLK NEWS & LISTINGS**, from our Members, from page 9
 with LISTINGS for ① CLUBS & VENUES ② PERFORMERS ③ MEDIA ④ SERVICES
 * **FOLK NEWS** copied online ~ individual country / county pages ~ view, or download www.folklife.uk
 * **LISTINGS** summaries in FW; very detailed entries in our **ONLINE DIRECTORY** www.folklife-directory.uk

3 DIARY **FESTIVAL DIARY** (INSERT: centre pages) & **WORKSHOP DIARY**, from our Members
 ⑤ FESTIVAL DIARY ⑥ WORKSHOP LISTINGS also copied to our **ONLINE DIRECTORY** www.folklife-directory.uk



Download as a PDF
www.folklife.uk/Info

OUR INFO-PAGE

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

❖ MAY 2020 ❖ FOLKLIFE WEST, No 64 ❖

FOLKLIFE publishers

- www.folklife.uk ~ main site, FW news pages
- www.folklife-directory.uk ~ online Directory
- www.folklife-traditions.uk ~ FT: articles, Directory



THE EDITORS • Sam & Eleanor Simmons • Sam@folklife.uk
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££ **PAYMENTS** Folklife, sort code 09-01-55, account 18675181

- **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 July**
- * Articles for Folklife Traditions pages: 2 months (= 1 Nov, Mar, Jul)
 • Non-members news to Correspondents: 2 months (= 1 Nov, Mar, Jul)

❖ **LATE CHANGES ? Possibly ... CONDITIONS APPLY ~**
ADVERTS: IF same size / image-type (eg jpg) as originally sent by **Copy** date
 • up to 30 Nov / 31 Mar / 31 Jul as we need to finalise advert layout
NEWS, LISTINGS: IF same word-length or shorter than last FW • up to 6 Dec / Apr / Aug

Members' News

up to 200 words ~ for each news item!

so 200 words for your club news, 200 for your band, 200 for your new CD, 200 for your festival ... etc

More if advertising: 1/8, up to 275 words.
 1/4, 300 words • 1/2, 350 • A4, 450

- ♦ your Reports, Dates, Festival Info, info on your latest CD, etc.
- ♦ don't count in 200 words: heading [venue/start time]; end [contact details]
- ♦ Photos: B&W high-res (300 dpi) welcome X not low-res eg copied from web X
- ♦ Festival & Workshops Diaries: same word limits for "More Details" section.
- ♦ Reviews: we are not a reviews magazine. We recommend Living Tradition. So please don't send CDs to editors. You can join and publicise your CD (200 words). Exceptionally, Members can send in a review - check first if we have room.
- ♦ CORRESPONDENTS: 350 to 700 words [depends on local events, & FW circulation & adverts]

FOLKLIFE TRADITIONS

Articles & news - word limits by arrangement.

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

Your Membership Benefits

posted magazine & free publicity!

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

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

For 1 year (3 issues): **x1 = £16, x2=£20, x3=£24, x4=£28, x5=£32**

Reselling post-free + discount 1/3rd (£2, sell @ £3 !)
6 or more - by Clubs, Pubs, Venues, Festivals, Performers, Shops, & you -
x6 = £36 a year; x7 = £42 a year; x8 = £48 a year; x9 = £54 a year;
x10 = £60 a year; x11 = £66 a year; x12 = £72 a year

YOUR PRINTED (& ONLINE) ADS IN FW

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

Ads: COSTS (NO VAT CHARGED !)

'Prepaid' **£4 less** than invoiced. **10% discount for 2 prepaid.**
 • **Prepaid year over 15% less** than 3 prepaid separately.

COLOUR

• A4.....	invoiced £184.	Prepaid £180.	Year [x3, £540]	£450
• 1/2.....	invoiced £104.	Prepaid £100.	Year [x3, £300]	£250
• 1/4 [A6]	invoiced £64.	Prepaid £60.	Year [x3, £180]	£150
• 1/8	invoiced £34.	Prepaid £30.	Year [x3, £90]	£75

MONO

• A4	invoiced £73.	Prepaid £69.	Year [x3, £207]	£175
• 1/2.....	invoiced £42.	Prepaid £38.	Year [x3, £114]	£96
• 1/4 [A6]	invoiced £25.	Prepaid £21.	Year [x3, £63]	£53
• 1/8	invoiced £16.	Prepaid £12.	Year [x3, £36]	£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 (1st A4; 2nd 1/2; and so on)

Ads: SIZES (A4)

- A4 max w 188, max h 275 S
- 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).
- S: or A4 full bleed; colour only, £200, max w 210, max h 297, +3 mm bleed

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 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.
- X Word: "Word.doc" is not an image so **save Word as a PDF** (→ [Print] → [Save As PDF])
- X complex adverts may appear differently, ask a professional designer to design & send them