

# PORT FAIRY FOLK FESTIVAL



**ONE OF AUSTRALIA'S MOST SUCCESSFUL MUSIC FESTIVALS... FULL COLOUR THROUGHOUT... EXCELLENT DEMOGRAPHICS... LIMITED ADVERTISING SPACE**

The Port Fairy Folk Festival is the premier event of its kind in Victoria and one of the most successful festivals in Australia. For years this prestigious event has been presenting a wealth of international and local musicians to a passionate audience. This year's tickets are expected to sell quickly! The full colour festival program has a print run of 17,000 copies. The program is printed on quality satin stock throughout; all ads placed are reproduced at the highest quality. The program contains a full listing of events and brief biographies of all the artists appearing. Advertising in the official program is a sure way to enhance the profile of your product with a very defined target audience. Festival programs are collected by patrons and make a lasting souvenir of each festival.

**RATES: An excellent discount applies for early commitment. All prices include GST.**

AD CATEGORY	DIMENSION	PERFORMERS DISCOUNT	EARLY DISCOUNT (Non Performers)	FULL PRICE
BACK COVER	297 x 210mm	By arrangement	\$2400	\$3150
BACK INSIDE COVER	297 x 210mm	By arrangement	\$1500	\$2100
FULL PAGE	276 x 206mm	\$1275	\$1350	\$1575
HALF PAGE VERTICAL	255 x 88mm	\$748	\$800	\$924
HALF PAGE HORIZONTAL	125 x 180mm	\$748	\$800	\$924
QUARTER PAGE	125 x 88mm	\$374	\$400	\$462
EIGHTH PAGE	60 x 88mm	\$182	\$220	\$242

**BOOKINGS:** Contact Sandy at: [pfff@portfairyfolkfestival.com](mailto:pfff@portfairyfolkfestival.com)

## TERMS AND CONDITIONS:

- Unless position has previously been agreed to, the positioning of the advertisement is at the publisher's discretion.
- The publishers reserve the right to reject any advertisement they deem unsuitable for publication.
- The Port Fairy Folk Festival will not accept responsibility and/or liability for the contents of any advertisement published.
- Ads must be paid in full by the due date or they will not be published.

DEADLINES	BOOK	PAY	ARTWORK	PUBLICATION DATE
PERFORMER'S AND EARLY DISCOUNT	11 Nov 2016	14 Nov 2016	09 Jan 2017	24 Feb 2017
FULL PRICE	12 Nov 2016	09 Jan 2017	09 Jan 2017	24 Feb 2017

**BOOKING FORM / TAX INVOICE: To secure your advertising space, complete and send this form.**

Organisation: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_



COVER  INSIDE COVER  FULL PAGE  HALF PAGE (Vert)  HALF PAGE (Horiz)  QUARTER PAGE

EIGHTH PAGE TOTAL: \$ \_\_\_\_\_ (Discounted payments due 14 November 2016)

MASTERCARD  VISA  CHEQUE (payable to Port Fairy Folk Festival)

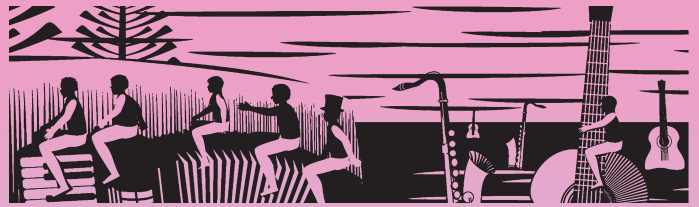
Card Number:                      Expiry:     CSV no:

Cardholders name: \_\_\_\_\_ Signature: \_\_\_\_\_

Post completed form to: Port Fairy Folk Festival Office, PO Box 1252, Geelong, VIC 3220 or email [pfff@portfairyfolkfestival.com](mailto:pfff@portfairyfolkfestival.com)

ABN: 84 560 700 406

# PORT FAIRY FOLK FESTIVAL



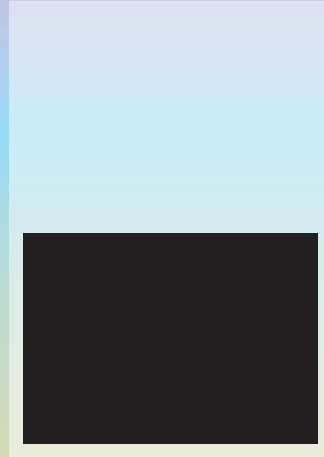
## 2017 FESTIVAL PROGRAM ADVERTISING SPECIFICATIONS



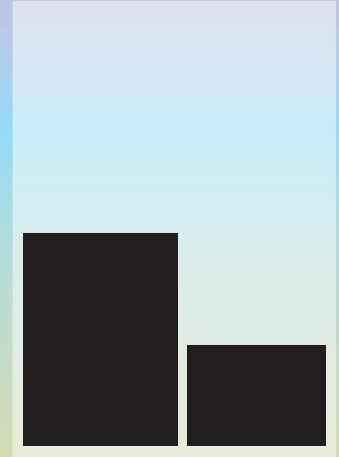
**COVER/FULL PAGE**  
205mm x 275mm  
+ 3mm bleed all round



**HALF PAGE VERTICAL**  
88mm x 275mm  
no bleed required



**HALF PAGE HORIZONTAL**  
180mm x 125mm  
no bleed required



**QUARTER PAGE VERTICAL**  
88mm x 125mm

**EIGHTH PAGE HORIZONTAL**  
88mm X 60mm  
no bleed required

(Dimensions: width x depth)

### ARTWORK SPECIFICATIONS:

- The Port Fairy Folk Festival program is produced using Adobe Indesign for the MAC platform.
- Artwork can be supplied in the following formats:
  - PDF file with embedded images (high resolution/low compression) and embedded fonts.
  - EPS file from Adobe Illustrator or other layout program; with embedded images and fonts.
- IMAGES: All embedded images used must be CMYK at 300dpi for print size.
- Artwork not meeting specifications will be returned for adjustment or rectified at advertiser's cost.
- Full page and cover artwork requires a +3mm bleed all around.
- No bleed is required for half, quarter and eighth page artwork.

### ARTWORK SUBMISSION:

- Send artwork to: Port Fairy Folk Festival, P.O. Box 1252, Geelong, VIC 3220 or [pfff@portfairfolkfestival.com](mailto:pfff@portfairfolkfestival.com)
- Artwork may be submitted on CD or via email.
- Discs to be returned must have a self addressed prepaid post pack.

### TECHNICAL ENQUIRIES:

For all technical enquiries relating to ad specifications please contact Sandy: [pfff@portfairfolkfestival.com](mailto:pfff@portfairfolkfestival.com)

**PORT FAIRY  
FOLK FESTIVAL**  
WORLD, ROOTS & ACOUSTIC  
**MUSIC**



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