



## The National Folk Festival - a brief history

The 'National', as it is affectionately known, has come to be seen as a national treasure, being one of the longest-running events of its kind in Australia. The festival was established in Port Philip Bay, Victoria in 1967 and after subsequently being presented interstate throughout Australia, it settled in Canberra in 1993, to become firmly established as a Canberra institution, along with Canberra's other unique cultural attractions.

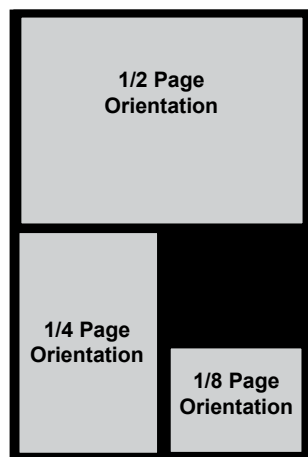
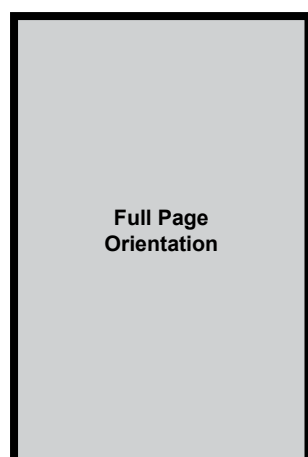
The event's long history was recently crowned with winning the National Qantas Australian Tourism Award for Best Festival Event in Australia in 2009, as well as being awarded Canberra and Capital Region Tourism Awards in 2008 and 2009.

## Advertising Opportunities

Approximately 12,000 full colour programs are printed and issued free to patrons at the Festival each year. These programs are a treasured souvenir and showcase the many wonderful experiences that the National offers festival-goers each year. What a perfect way to advertise your business or organisation to a committed and passionate audience of over 50,000 every year!

Program Advertising Rates	Early Bird Discount Rate (MUST be booked by 31 Dec 2011)	Full Price (MUST be booked by 31 Jan 2012)	Size
<b>COVERS</b>			
Back Cover (full colour only)	\$2620	\$3000	210mm X 297mm
Inside BACK Cover (full page)	\$1750	\$1910	195mm X 280mm
Inside FRONT Cover (full page)	\$1750	\$1910	195mm X 280mm
<b>BODY of Program</b>			
Full Page	\$1010	\$1110	195mm X 280mm
1/2 Page	\$570	\$660	195mm X 140mm
1/4 Page	\$310	\$360	90mm X 140mm
1/8 Page	\$170	\$250	90mm X 70mm

NOTE: Performers / Stallholders / FAA Members are eligible for the Early Bird Discount prices until 31 January 2012.



**DEADLINE**  
for ALL Advertisement Copy  
**31 JANUARY 2012**

Artwork **MUST** be supplied in the correct  
**ORIENTATION** (as illustrated at left)

**A Booking Form MUST be completed and forwarded to the Festival Office to ensure your booking is secured**

## **Supply of Artwork**

- Festival publications are produced using Adobe InDesign for the Mac platform.
- Advertisements/artwork should be supplied as camera ready/print ready files in one of the following formats JPEG, TIFF, EPS or PDF.
- Artwork MUST be high resolution (at least 300dpi) in CMYK colour format.

Images such as photographs, clip art, logos etc should be supplied in high quality laser print format or as PDF, EPS, TIFF or JPEG images of at least 300 dpi resolution and in CMYK colour format.

In some instances, Macintosh compatible fonts may need to be supplied.

Text should be supplied as a Word text file.

## **Enquiries and Design Assistance**

For assistance enquiries please contact the Design & Publications Manager on 0406 375 704. If you require artwork for your advertisement this can be done in-house for an additional fee. Please contact us to discuss your needs.

## **Delivery of Artwork**

Print-Ready Artwork should be emailed to [design@folkfestival.org.au](mailto:design@folkfestival.org.au)

**THE CLOSING DATE FOR ALL ADVERTISEMENT COPY IS 31 JANUARY 2012**

**ARTWORK WILL NOT BE ACCEPTED AFTER THIS DATE.**

**For bookings and/or further information regarding advertising, please contact:**

National Folk Festival  
PO Box 179 Mitchell ACT 2911  
Phone: 02 6262 4792  
Fax: 02 6255 4825  
Email: [design@folkfestival.org.au](mailto:design@folkfestival.org.au)

**NOTE: A Booking Form must be completed and sent to the Festival Office to ensure your booking is secured.**



# Program Advertising Booking Form

**Terms and Conditions:**

- \* The Festival reserves the right to position advertisements at its discretion (unless arrangements are made at the time of booking for a specific location).
- \* The Festival reserves the right to reject any advertisements that it deems to be unsuitable.
- \* Bookings are accepted subject to availability of space.
- \* An additional fee may be charged for amendments to supplied artwork which are not Print Ready.

Advertiser Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Designation (if applicable): \_\_\_\_\_

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

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate the space you are booking:

Tax Invoice Required:

	Early Bird Discount Rate (pre 31/12/11)	Full Price (01/01/12 - 31/01/12)	Amount Due
<b>COVERS</b>			
Back Cover (full colour only)	\$2620	\$3000	
Inside BACK Cover (full page)	\$1750	\$1910	
Inside FRONT Cover (full page)	\$1750	\$1910	
<b>BODY of Program</b>			
Full Page	\$1010	\$1110	
1/2 Page	\$570	\$660	
1/4 Page	\$310	\$360	
1/8 Page	\$170	\$250	
Design assistance	TBC	TBC	
<b>Order Total</b>			<b>\$</b>

**PAYMENTS**

- Early Bird Discount payments MUST be received by 31 December 2011
- All other booking payments must be received in full by 31 January 2012

**PAYMENT METHOD:**

Bankcard     Mastercard     Visa     Cheque (payable to National Folk Festival)

Card number: \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_

Cardholder Name: \_\_\_\_\_

Post completed form to NFF, PO Box 179 Mitchell ACT 2911 or fax to 02 6255 4825

**Office Use**

Copy to Finance Manager ...../...../ 20.....     Copy in Bookings Folder     Artwork Received