

## 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 began in Victoria in 1967 as the Port Philip District Folk Music Festival. After subsequently being presented in a different State or Territory each year the National settled in Canberra in 1993 and has become firmly established in the Nation's Capital, along with Canberra's other unique cultural attractions.

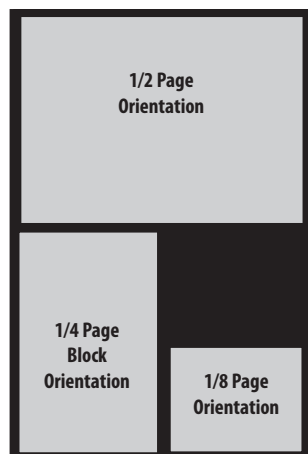
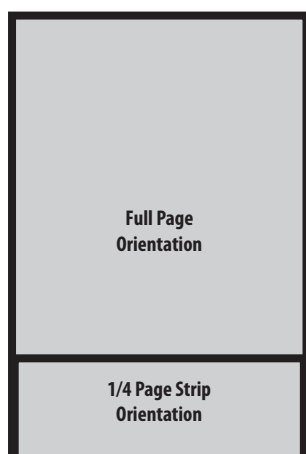
The Festival's importance as a National Capital Attraction has been acknowledged by winning the Festivals and Events category in the Canberra and Capital Region Tourism Awards, 2013, 2014, 2015 and 2016. The National Folk Festival also took out the Australian Tourism Bronze Award in both 2014 & 2015.

## Advertising Opportunities

Approximately 9,000 full colour programs are printed and issued free to season ticket holders who travel from all parts of Australia to attend the event with a high percentage coming from the ACT and the eastern States. Programs are also sold to day ticket holders at \$5.00 each and \$1.00 from the sale of every program is donated to Greening Australia. Our Program guide is the information source for all things relating to the Festival. Inside it you'll find artist biographies and schedules, festival-related articles, site maps, information on market stalls and where to eat and drink, a full guide to all events and, the handy and ever popular program grid featuring a double page lineup of acts for each day. Over the years our Festival program has become a coveted survival must have and is also a treasured souvenir that showcases the many wonderful experiences that the National offers its festival-goers each year. This is a perfect way to advertise your business or organisation to a diverse, committed and passionate audience.

	<b>Early Bird 2019 Discount Rate</b> (MUST be booked & paid for by 30 Nov 2018)	<b>2019 Full Price</b> (MUST be booked & paid for by 31 Jan 2019)	<b>Size</b>
<b>COVERS</b>			
Back Cover (full colour only)	\$3,023	\$3,359	210mm X 297mm
Inside BACK Cover (full page)	\$1,924	\$2,138	195mm X 280mm
Inside FRONT Cover (full page)	\$1,924	\$2,138	195mm X 280mm
<b>BODY of Program</b>			
Full Page	\$1,179	\$1,310	195mm X 280mm
1/2 Page	\$707	\$786	195mm X 140mm
1/4 Page (Block)	\$424	\$472	90mm X 140mm
1/4 Page (Strip)	\$424	\$472	195mm X 70mm
1/8 Page	\$254	\$283	90mm X 70mm

**NOTE: Performers & Stallholders are eligible for the Early Bird Discount prices until 31 January 2019**



**DEADLINE**  
FOR ALL ADVERTISEMENT COPY  
**31 JANUARY 2019**

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 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.**

### Enquiries and Design Assistance

For assistance enquiries please contact the Design & Publications Manager on 0418 964 775. 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 2019  
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  
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

PLEASE COMPLETE AND RETURN THIS FORM TO: [design@folkfestival.org.au](mailto:design@folkfestival.org.au)

### 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 2019 Discount Rate (MUST be booked & paid for by 30 Nov 2018)	2019 Full Price (MUST be booked & paid for by 31 Jan 2019)	Amount Due
<b>COVERS</b>			
Back Cover (full colour only)	\$3,023	\$3,359	
Inside BACK Cover (full page)	\$1,924	\$2,138	
Inside FRONT Cover (full page)	\$1,924	\$2,138	
<b>BODY of Program</b>			
Full Page	\$1,179	\$1,310	
1/2 Page	\$707	\$786	
1/4 Page (Block)	\$424	\$472	
1/4 Page (Strip)	\$424	\$472	
1/8 Page	\$254	\$283	
<b>Order Total</b>			<b>\$</b>

### PAYMENTS

- **Early Bird Discount payments MUST be received by 30 November 2018**
- **All other booking payments must be received in full by 31 January 2019**

### PAYMENT METHOD:

Mastercard  Visa  Direct Deposit BSB 062 900 Acc 10079881 (Please put your invoice number and name in the description)

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

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

Cardholder Signature: \_\_\_\_\_

### Office Use

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