



Patrons: Dr. Aly Bain MBE, Dr. Margaret Bennett, Dr. Phil Cunningham MBE, Dr. Barbara Dickson OBE, Archie Fisher MBE, Dr Sheena Wellington.

Reach well over 850,000 people each year with information about your event, activity, venue, services or folk club through the TMSA Event Calendar 2019 and accompanying online listings – at similar prices to the 2018 edition!



The TMSA Event Calendar remains the only annual publication concentrating on traditional / folk music events and activity across Scotland, with its distribution enabling you to publicise your events both to a domestic and international audience at very cost effective prices – comparable to what you would pay to have a single small ad in a monthly magazine with a smaller circulation!

We will be continuing with an increased print run and expanded distribution beyond Scotland to England, Wales, Northern Ireland and Dublin trialled in 2018 with accompanying digital marketing through the TMSA website and social media.

Year on year we increase the number of places our website is featured so your listings/adverts have a greater chance of being seen, for example we are continuing with our advertising in the Landmark Press 'Scotland Guide' - which has 800,000 copies being picked up by visitors and locals.

Interested in being part of the success?

We are now in the process of compiling the next year's edition let us know if you want to be involved - fill in the relevant following form or update details you've supplied to us before.

For 2019 we've kept the prices very similar to those in 2018 to list/advertise your event, venue, folk club or organisation - see following for details of the information we require and the very cost effective rates for entry in to the TMSA Event calendar.

Also **if you choose to become an affiliate member of the TMSA** we will be able to take any press releases you create and send them out through our allmediascotland.com subscription to the general media to complement your own marketing work. We will also use our social media channels to further promote your listing details.

We need any new listings or changes/updates to previous listings and advertisement artwork to reach us **by Friday 7 December 2019** but letting us know before that if you intend to list will help our layout planning.

Don't miss the **opportunity to have your information available to at least 76% of visitors to Scotland*, as well as similar numbers of people who live here!**

Regards

Fiona Campbell - TMSA Convener

Thanks - we look forward to working with you!

**The International Association of Professional Brochure Distributors (IAPBD) research shows that 76% of visitors to Scotland pick up hard copy material when they are in the country. They also found that at least 65% do internet searches before they travel.*

TMSA Event Calendar 2019 Rates

All entries still only 0.002p per copy!

If you **place more than one featured listing** in the Event Calendar, **you will receive a £5 discount** on each entry - this applies to both standard and affiliate entry rates.

Standard Entry £100

General listing with the following details as applicable:

- Name of Event/Folk Club
- Date(s) of Event or Days your activities run
- Place/location of Event/ Folk Club
- Short description of Event/ Folk Club
- Contact telephone number(s) - up to two
- Email address
- Website address
- Social media contacts
- Symbols indicating access, camping etc

SCOTTISH INTERNATIONAL STORYTELLING FESTIVAL

20 - 31 October Scottish Storytelling Centre,
43-45 High Street, Edinburgh, EH1 1SR
A celebration of live storytelling. Performance, workshops
and talks radiate out from Scotland's capital as the best
Scottish talent merges with invited international guests for a
plethora of cultural traditions and diversity.
Tel. 0131 556 9579
reception@scottishstorytellingcentre.com
www.tracscotland.org
(ScottishStorytellingCentre/@ScotStoryCentre)



NITTEN FOLK CLUB

Thursdays at 8.30pm. Guest night 1st Thursday of the month.
The Dean Tavern, 80 Main Street, Newtongrange, Midlothian, EH22 4NA
Tel. 0131 440 2802 (Ian Duncan) | 07850 869 759 (Jim Weatherston)
nittenfolk@outlook.com
www.nittenfolk.co.uk

Affiliate Entry £75

If you join as a TMSA affiliate member (only £30), you will get the standard entry plus:

- Highlighted frame box around your listing (as shown)
- Access to a free media release service about your Event/ Folk Club - this would normally cost you £40 if you paid for this service on a one-off basis.
- We will use our Facebook (currently over 2000 followers) and Twitter (over 1000 followers) accounts to further promote your listing details.
- Opportunity to put publicity material into one of the TMSA's membership mailing for free as long as it doesn't cause us to go over the standard postage rate.

DUNFERMLINE FOLK WEEKEND

27 - 29 October Dunfermline, Fife
A weekend of fine music and song. Check website for
details nearer the time.
Tel. 01383 725 872 | 01383 729 673
jeaniegarraimer@talktalk.net
dunfermlinefolkclub.co.uk



Classified Entry £65

(Affiliate rate £50)

We can **list your venue or group** if you want to highlight that you run regular traditional music sessions or run classes/workshops on a regular basis. Great for profiling yourselves to visitors and locals alike – year round!



Advertisements

Full page (206mm x 95mm) **£400** (Back page £595); **Half page** (102mm x 95mm) **£210**

Advertisers qualify for a free standard entry in the Event Calendar.

Please note there is a design fee for adverts which are not supplied ready to be used in the Event Calendar without further work. This is set at £70 an advert regardless of size.

Sponsorship of the TMSA Event Calendar

The option is still available to sponsor the whole brochure publication including online. If this option is of interest to you, please contact us to discuss details and levels of sponsorship.

Please note:

Wherever possible, we prefer to have payment when supplying the information for your entry but we are able to issue invoices and receipts if this helps with your paperwork! Sometimes we can consider reciprocal advertising options - please contact us if you are in a position to offer us this option.

We endeavour to ensure entries and advertisements are as accurate as possible and always send the listings and artwork to you for checking before we go to print. **Please make sure we have the correct details of the person able to confirm such items** so we do not experience any delay in our production schedule.

Checking listings and artwork usually takes place early to mid December. We cannot be held responsible for any messages or correspondence that fails to get to the TMSA office - so please always feel free to check we have received things rather than miss something vital out!

Any queries email: office@tmsa.org.uk or tel: 0792 253 3915

Scroll down for the form(s) you need to fill in and return to us to book your listing slot.

TMSA Event Calendar 2019 [Event/Folk Club Listing Form](#) – not for ‘Classified’ rate listings

| | |
|--|--|
| Name of event / venue/ organisation | |
| Date(s) of event or days your activities run (if applicable) | |
| Place/location(s) of Event/ Folk Club - include address and postcode (if applicable) | |
| Event/Folk Club Description (max. 30 words) <i>We will edit descriptions if need be...</i> | |
| Contact name | |
| Organisation | |
| Address Line 1 <i>(This is also the invoice address)</i> | |
| Address Line 2 | |
| Town/City | |
| Local authority/postal county | |
| Postcode | |
| Telephone – please put in both landline & mobile as relevant | |
| Website | |
| Contact email for listing entry | |
| Contact email for invoicing, checking artwork etc if different from above | |
| Social media contacts e.g. Facebook address, Twitter account | |
| Affiliated to TMSA? (please circle 1 answer) | Yes No Would like to be - give me details |
| Disabled Access to Most Venues (please circle 1 answer) | Yes No |
| Disabled Access to Some Venues (please circle 1 answer) | Yes No |
| No Disabled Access (please circle 1 answer) | Yes No |
| Camping Facilities (please circle 1 answer) | Yes No |
| Child Friendly (please circle 1 answer) | Yes No Limited to certain times/activities |
| Workshops / Education (please circle 1 answer) | Yes No |
| Any other information we should have? | |
| I have attached/mailed a photo and/or logo for our web listing (please circle 1 answer) | Yes No Other – please specify: |

TMSA Event Calendar 2019 Classified Listing Form for venue and groups Form

| | |
|---|--|
| Name of venue/organisation | |
| Frequency of your activities (if applicable) (please circle 1 answer) | Daily Weekly Monthly Term-time Seasonal – please specify Other – please specify: |
| Place/location(s) of Venue or Organisation - include address and postcode (if applicable) | |
| Description of your regular activity (please circle 1 answer) | Sessions Classes Workshops Other - please specify: |
| Contact name | |
| Organisation | |
| Address Line 1 (This is also the invoice address) | |
| Address Line 2 | |
| Town/City | |
| Local authority/postal county | |
| Postcode | |
| Telephone – please put in both landline & mobile as relevant | |
| Website | |
| Contact email for listing entry | |
| Contact email for invoicing, checking artwork etc <i>if different from above</i> | |
| Social media contacts e.g. Facebook address, Twitter account | |
| Affiliated to TMSA? (please circle 1 answer) | Yes No Would like to be - give me details |
| Disabled Access to Venue (please circle 1 answer) | Yes No |
| Child Friendly (please circle 1 answer) | Yes No Limited to certain times/activities |
| Any other information we should have? | |
| I have attached/mailed a photo and/or logo for our web listing (please circle 1 answer) | Yes No Other – please specify: |