



 **TOYOTA**
COUNTRY
MUSIC
FESTIVAL
TAMWORTH
2015

OFFICIAL GUIDE

ADVERTISE NOW

Reach thousands of die-hard fans at the 43rd Tamworth Country Music Festival – simply by advertising in the Official Guide.

Each day of the January country music festival in Tamworth some 55,000 country music fans converge on Tamworth Country Music Capital creating the biggest, most exciting annual country music gathering in Australia.

The Official Guide is the only complete source of information for the festival and includes the most current and comprehensive details of all of the venues and concerts and the artists performing throughout the entire 10-day festival, as well as the seven day countdown lead in period.

With more than 800 individual acts performing YOU need to stand out.

Include your photo and biography to show WHO you are – remember there are new fans every year attending the festival for the first time and don't know any of you.

Lock in your performance dates and times in the Gig Listings to promote WHERE you are performing.

LOG ON NOW to www.tamworthcountrymusic.com.au before the deadline Wednesday, November 12, 2014.

CHECKLIST

- Choose your advertising options on page 3
- Complete page 3 and 4 online OR return to Rural Press Events
- Enter your Gig listing now and add or edit until the deadline
- Submit photo and/or photo and bio online at www.tamworthcountrymusic.com.au
- Submit your artwork to festivalguide@fairfaxmedia.com.au OR submit online at www.tamworthcountrymusic.com.au

Enter your gigs online at www.tamworthcountrymusic.com.au
DEADLINE: WEDNESDAY, NOVEMBER 12, 2014



For further information contact **RURAL PRESS EVENTS** – a division of Fairfax Media Pty Ltd
PO Box 585 Tamworth NSW 2340 | 92 Brisbane Street Tamworth
T. 02 6768 5800 | F. 02 6768 5811 | E. festivalguide@fairfaxmedia.com.au



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AD SIZES

DOUBLE PAGE SPREAD
 Bleed: 283mm(d) x 410mm(w)
 Trim: 273mm(d) x 400mm(w)
 Image Area: 250mm(d) x 380mm(w)
\$2670

FULL PAGE
 Bleed: 283mm(d) x 210mm(w)
 Trim: 273mm(d) x 200mm(w)
 Image Area: 250mm(d) x 180mm(w)
\$1669

HALF PAGE VERTICAL
 250mm(d) x 88mm(w)
\$1026

QTR PAGE
 122mm(d) x 88mm(w)
\$549

HALF PAGE HORIZONTAL
 122mm(d) x 180mm(w) **\$1026**

THIRD PAGE VERTICAL
 250mm(d) x 57mm(w)
\$694

THIRD PAGE HORIZONTAL
 80mm(d) x 180mm(w)
\$694



PHOTO/BIO
 (with gig listing)
\$175



PHOTO ONLY
 (with gig listing)
\$125

2015 OFFICIAL GUIDE AT 2013 PRICES!!

ARTWORK SPECIFICATIONS

If you are preparing your own artwork, PDF is the preferred file format. **Ensure colour is CMYK (not RGB) and all PMS colours are converted to CMYK.** Acceptable file formats are:

IMAGES AND LOGOS

Photoshop (Mac/Win): JPEG files. 300dpi for images, 600dpi or higher for line art and 1200dpi for pre-ripped artwork. **Illustrator** [logos only] (Mac/Win): All fonts to outlines and save as eps. Supply as an eps.

AD CREATION

Adobe Acrobat Distiller - PDF (Mac/Win) Embed all fonts. Ensure resolution is set to 300dpi for images, 600dpi or higher for line art.

Quark Express: Create PDF using Acrobat Distiller

Adobe InDesign: Convert fonts to outline before creating PDF or export file as an eps and distil using Distiller

Word documents are not finished art. Your ad will be reset.

Artwork charges may apply.

DELIVERY

Email: Press optimised PDFs, photos and text to be sent to festivalguide@fairfaxmedia.com.au

Large Files: Files too large for email can be transferred through www.yousendit.com

Physical Media: CD or DVD can be delivered to the address below.

ARTWORK

Please be aware that artwork charges may apply. Please supply all copy, original photos for scanning or high res (300dpi) digital images and any logos (600dpi).

ATTENTION:

ARTISTS, PROMOTERS, PUBLICISTS AND VENUE OPERATORS

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ENTER YOUR GIGS AS THEY ARE CONFIRMED

Enter your listings now and add or edit until the deadline Wednesday, November 12, 2014.

Submit your artwork to festivalguide@fairfaxmedia.com.au or submit online at www.tamworthcountrymusic.com.au

YOUR ADVERTISING OPTIONS

OPTION 1 - BOOK THE GUIDE ONLY

QUANTITY	SIZE	DIMENSIONS	RATE	AMOUNT
_____	DOUBLE PAGE SPREAD	250mm high x 380mm wide†	\$2670 inc GST	\$ _____
_____	FULL PAGE	250mm high x 180mm wide*	\$1669 inc GST	\$ _____
_____	HALF PAGE HORIZONTAL	122mm high x 180mm wide	\$1026 inc GST	\$ _____
_____	HALF PAGE VERTICAL	250mm high x 88mm wide	\$1026 inc GST	\$ _____
_____	THIRD PAGE HORIZONTAL	80mm high x 180mm wide	\$694 inc GST	\$ _____
_____	THIRD PAGE VERTICAL	250mm high x 57mm wide	\$694 inc GST	\$ _____
_____	QUARTER PAGE (No horizontal available)	122mm high x 88mm wide	\$549 inc GST	\$ _____
_____	PHOTO & BIO WITH GIG LISTING		\$175 inc GST	\$ _____
_____	PHOTO WITH GIG LISTING		\$125 inc GST	\$ _____
_____	The Guide Publication	(\$15 for Non-Advertisers)	\$12 for Advertisers	\$ _____

† **DPS: Image area:** 250mm high x 380mm wide. **Trim size:** 273mm high x 400mm wide. **Bleed size:** 283mm high x 410mm wide.

* **FULL PAGE ONLY: Image area:** 250mm high x 180mm wide. **Trim size:** 273mm high x 200mm wide. **Bleed size:** 283mm high x 210mm wide. Bleed is not required on any other ad sizes.

TAX INVOICE: Agricultural Publishers Pty Ltd ABN 55 000 560 430. Preferred placement will incur a surcharge. Front cover, back cover, inside front cover and inside back cover will be negotiated with publishers. Payment must be sent with bookings for amounts under \$300.

OR CHOOSE A SUPER PACKAGE

*As at 1st October, if paying your advertising account via credit card including Visa, MasterCard, Diners and American Express a 1.5% fee will be charged. Alternative payment options include BPay, EFT, and cheque.

SUPER PACKAGE #1

- 1 x Full Page In The Guide
- 1 x Photo & Bio With Gig Listing
- 2 x Full Page Ads In Capital News
- 1 x Festival FM Radio Package (50 x 30 sec)
- 3 x Copies Of The Guide posted

Package price \$3615
 Value \$5114
 Capital News appearance:
 Nov Dec Jan

SUPER PACKAGE #2

- 1 x Half Page In The Guide
- 1 x Photo & Bio With Gig Listing
- 2 x Half Page Ads In Capital News
- 1 x Festival FM Radio Package (20 x 30 sec)
- 2 x Copies Of The Guide posted

Package price \$2235
 Value \$3047.60
 Capital News appearance:
 Nov Dec Jan

SUPER PACKAGE #3

- 1 x Third Page In The Guide
- 1 x Photo & Bio With Gig Listing
- 2 x Third Page Ads In Capital News
- 1 x Festival FM Radio Package (20 x 30 sec)
- 1 x Copy Of The Guide posted

Package price \$1800
 Valued \$2192.40
 Capital News appearance:
 Nov Dec Jan

SUPER PACKAGE #4

- 1 x Quarter Page In The Guide
- 1 x Photo & Bio With Gig Listing
- 2 x Quarter Page Ads In Capital News
- 1 x Festival FM Radio Package (12 x 30 sec)
- 1 x Copy Of The Guide posted

Package price \$1380
 Valued at over \$1983.60
 Capital News appearance:
 Nov Dec Jan

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CID

BID: FOG

BID: FFM

BID: CN

BID: PACKAGE

BOOKING DATE

INVOICE DATE

SAP NO

PAYMENT

CSR

NOTES

YOUR INFORMATION

ARTIST/BUSINESS NAME*:

COMPANY NAME*:

ABN:

POSTAL ADDRESS:

STREET ADDRESS*:

PHONE*:

FAX:

MOBILE:

EMAIL*:

WEBSITE:

AUTHORISED BY (print name)*:

SIGNATURE*:

DATE:

* MANDATORY please provide relevant information.

TERMS & CONDITIONS: The placement of advertising in the Official Guide to the Tamworth Country Music Festival is subject to our standard terms and conditions of advertising, which are available at www.capitalnews.com.au. We can also post or fax a copy to you by contacting Rural Press Events on 02 6768 5800.

ENTER YOUR GIGS ONLINE

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