



 **TOYOTA**  
**COUNTRY**  
**MUSIC**  
**FESTIVAL**  
**TAMWORTH**  
**2017**

# OFFICIAL GUIDE ADVERTISE NOW

## Reach thousands of die-hard fans at the 45th 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](http://www.tamworthcountrymusic.com.au) before the deadline Wednesday, November 9, 2016**

### CHECKLIST

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

Enter your gigs online at [www.tamworthcountrymusic.com.au](http://www.tamworthcountrymusic.com.au)

**DEADLINE: WEDNESDAY, NOVEMBER 9, 2016**



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For further information contact **Fairfax Rural Events** – a division of Fairfax Media Pty Ltd  
PO Box 585 Tamworth NSW 2340 | Level 1, 27 Bourke Street, Tamworth | T. 02 6768 5800  
F. 02 6768 5811 | E. [festivalguide@fairfaxmedia.com.au](mailto:festivalguide@fairfaxmedia.com.au) | [www.facebook.com/tamworthcountrymusic](http://www.facebook.com/tamworthcountrymusic)



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# OFFICIAL GUIDE

## ADVERTISE NOW

### 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)  
**\$1670**

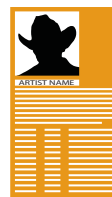
**HALF PAGE VERTICAL**  
250mm(d) x 88mm(w)  
**\$1030**

**QTR PAGE**  
122mm(d) x 88mm(w)  
**\$550**

**HALF PAGE HORIZONTAL**  
122mm(d) x 180mm(w)  
**\$1030**

**THIRD PAGE VERTICAL**  
250mm(d) x 57mm(w) **\$695**

**THIRD PAGE HORIZONTAL**  
80mm(d) x 180mm(w)  
**\$695**



**PHOTO/BIO**  
(with gig listing)  
**\$180**



**PHOTO ONLY**  
(with gig listing)  
**\$130**

### 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 will 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](http://www.yousendit.com)

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

#### ARTWORK

Please be aware that **incomplete artwork will not be accepted.** original photos for scanning or high res (300dpi) digital images and any logos (600dpi).

## ATTENTION:

ARTISTS, PROMOTERS, PUBLICISTS AND VENUE OPERATORS

Enter your gigs online NOW at

[www.tamworthcountrymusic.com.au](http://www.tamworthcountrymusic.com.au)

**DEADLINE: Wednesday, November 9, 2016**



# OFFICIAL GUIDE

## ENTER YOUR GIGS AS THEY ARE CONFIRMED

Enter your listings now and add or edit until the deadline Wednesday, November 9, 2016  
 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*	\$1670 inc GST	\$ _____
_____	HALF PAGE HORIZONTAL	122mm high x 180mm wide	\$1030 inc GST	\$ _____
_____	HALF PAGE VERTICAL	250mm high x 88mm wide	\$1030 inc GST	\$ _____
_____	THIRD PAGE HORIZONTAL	80mm high x 180mm wide	\$695 inc GST	\$ _____
_____	THIRD PAGE VERTICAL	250mm high x 57mm wide	\$695 inc GST	\$ _____
_____	QUARTER PAGE (No horizontal available)	122mm high x 88mm wide	\$550 inc GST	\$ _____
_____	PHOTO & BIO WITH GIG LISTING		\$180 inc GST	\$ _____
_____	PHOTO WITH GIG LISTING		\$130 inc GST	\$ _____
_____	The Guide Publication		\$10 each	\$ _____

### OR CHOOSE A SUPER PACKAGE BELOW

**BONUS PUBLICITY:** Book a quarter page or larger and receive a 75 word publicity pointer **FREE OF CHARGE!**

Your message will be distributed to media outlets and associated festival organisations (Publicity form will be sent to advertisers to complete)

**ACCOUNT:** 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.

if paying your advertising account via credit card using Visa or Mastercard, a 0.9% fee will be charged. Alternative payment options include BPay, EFT and cheque.

<p><b>SUPER PACKAGE #1</b></p> <ul style="list-style-type: none"> <li>1x Full Page In The Guide</li> <li>1x Photo &amp; Bio With Gig Listing</li> <li>2x Full Page Ads In Capital News</li> <li>1x Festival FM Radio Package (50 x 30 sec)</li> <li>3x Copies Of The Guide posted</li> </ul> <p><b>Package Price</b>  <b>\$3615</b>        Value \$5119.00</p> <p>Capital News appearance:  <input type="checkbox"/> Nov <input type="checkbox"/> Dec <input type="checkbox"/> Jan</p>	<p><b>SUPER PACKAGE #2</b></p> <ul style="list-style-type: none"> <li>1x Half Page In The Guide</li> <li>1x Photo &amp; Bio With Gig Listing</li> <li>2x Half Page Ads In Capital News</li> <li>1x Festival FM Radio Package (20 x 30 sec)</li> <li>2x Copies Of The Guide posted</li> </ul> <p><b>Package price</b>  <b>\$2235</b>        Value \$3055.60</p> <p>Capital News appearance:  <input type="checkbox"/> Nov <input type="checkbox"/> Dec <input type="checkbox"/> Jan</p>	<p><b>SUPER PACKAGE #3</b></p> <ul style="list-style-type: none"> <li>1x Third Page In The Guide</li> <li>1x Photo &amp; Bio With Gig Listing</li> <li>2x Third Page Ads In Capital News</li> <li>1x Festival FM Radio Package (20 x 30 sec)</li> <li>1x Copy Of The Guide posted</li> </ul> <p><b>Package price</b>  <b>\$1800</b>        Valued \$2202.40</p> <p>Capital News appearance:  <input type="checkbox"/> Nov <input type="checkbox"/> Dec <input type="checkbox"/> Jan</p>	<p><b>SUPER PACKAGE #4</b></p> <ul style="list-style-type: none"> <li>1x Quarter Page In The Guide</li> <li>1x Photo &amp; Bio With Gig Listing</li> <li>2x Quarter Page Ads In Capital News</li> <li>1x Festival FM Radio Package (15 x 30 sec)</li> <li>1x Copy Of The Guide posted</li> </ul> <p><b>Package price</b>  <b>\$1380</b>        Valued at \$1810</p> <p>Capital News appearance:  <input type="checkbox"/> Nov <input type="checkbox"/> Dec <input type="checkbox"/> Jan</p>
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**MECHANICAL SPECIFICATIONS:** † **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 200 wide. **Bleed size:** 283mm high x 210mm wide. **Bleed** is not required on any other ad sizes.

# ATTENTION:

ARTISTS, PROMOTERS, PUBLICISTS AND VENUE OPERATORS

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# OFFICIAL GUIDE

## 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](http://www.capitalnews.com.au). We can also post or fax a copy to you by contacting Fairfax Rural Events on 02 6768 5800.

## OFFICE USE ONLY

CID: \_\_\_\_\_

BID: FOG \_\_\_\_\_

BID: FFM \_\_\_\_\_

BID: CN \_\_\_\_\_

BID: PACKAGE \_\_\_\_\_

BOOKING DATE: \_\_\_\_\_

INVOICE DATE: \_\_\_\_\_

SAP NO: \_\_\_\_\_

PAYMENT: \_\_\_\_\_

CSR: \_\_\_\_\_

NOTES: \_\_\_\_\_

## ENTER YOUR GIGS ONLINE

Enter your listings now and add or edit until the deadline Wednesday, November 9, 2016 - Submit your artwork to [festivalguide@fairfaxmedia.com.au](mailto:festivalguide@fairfaxmedia.com.au) or submit online at [www.tamworthcountrymusic.com.au](http://www.tamworthcountrymusic.com.au)

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