



REBOOT YOUR PLANS IN TAMWORTH

ADVERTISE NOW

Reach thousands of country fans at Australia's most iconic country music event – the 50th Toyota Country Music Festival, featuring the Golden Guitar Awards.

The Official Guide, as it's affectionately known, provides the only complete source of information for the festival and what a great year to be involved.

The Official Guide includes the most current and comprehensive details of all venues, industry events, tourist attractions, concerts, as well as artists and musicians performing throughout the seven-day countdown and the 10-day festival.

Whether you're launching your career, building it, or are well-cemented in the industry, you need to tell people your story. Advertise in the Official Guide and help the fans find you by telling them who you are, what you do and where you'll be playing.

Join us in Tamworth as we prepare to honour the past, present, and future of the country music industry, which was carved deeply from the roots in the Country Music Capital.

Artists, musicians, poets and all performers can lock in performance dates in the **A-Z Artist Listing**. **Venues** can highlight their schedule in the **Daily Program**.

Book online now

It's quick and easy. Enter gig listings now. Edits until the deadline.

■ SUPER PACKAGE #1

- 1 x Full Page in the Guide
- 1 x Photo & Bio in Gig Listing
- 2 x Full Page in Capital News
- 1 x Premium Sub-Page
- Horizontal Header Banner**
- 2 x Copies of the Guide

VALUE \$4,722

\$2,650
\$550 less than in 2020
Capital News inclusion (Tick 2)
■ Sept/Oct ■ Nov/Dec ■ Jan/Feb

■ SUPER PACKAGE #2

- 1 x Half Page in the Guide
- 1 x Photo & Bio in Gig Listing
- 2 x Half Page in Capital News
- 2 x Copies of the Guide

VALUE \$2,625

\$1600
\$420 less than in 2020
Capital News inclusion (Tick 2)
■ Sept/Oct ■ Nov/Dec ■ Jan/Feb

■ SUPER PACKAGE #3

- 1 x Third Page in the Guide
- 1 x Photo & Bio in Gig Listing
- 2 x Third Page in Capital News
- 1 x Copy of the Guide

VALUE \$2,106

\$1,120
\$330 less than in 2020
Capital News inclusion (Tick 2)
■ Sept/Oct ■ Nov/Dec ■ Jan/Feb

■ SUPER PACKAGE #4

- 1 x Quarter Page in the Guide
- 1 x Photo & Bio in Gig Listing
- 2 x Quarter Page in Capital News
- 1 x Copy of the Guide

VALUE \$1,615

\$970
\$310 less than in 2020
Capital News inclusion (Tick 2)
■ Sept/Oct ■ Nov/Dec ■ Jan/Feb

AD SIZES

DOUBLE PAGE SPREAD
Bleed: 283mm(d) x 410mm(w)
Trim: 273mm(d) x 400mm(w)
Image Area: 250mm(d) x 380mm(w)
\$2500

FULL PAGE \$1500

Bleed: 283mm(d) x 210mm(w)
Trim: 273mm(d) x 200mm(w)
Image Area: 250mm(d) x 180mm(w)

HALF PAGE \$900

VERTICAL
250mm(d) x 88mm(w)

HORIZONTAL
122mm(d) x 180mm(w)

THIRD PAGE \$600

VERTICAL
250mm(d) x 57mm(w)

HORIZONTAL
80mm(d) x 180mm(w)

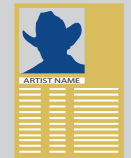
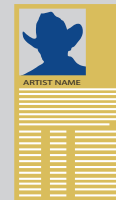
QUARTER PAGE \$500

122mm(d) x 88mm(w)

LISTINGS

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

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



DIGITAL DISPLAY

**Super Package 1 Only

HORIZONTAL HEADER BANNERS

Image & Display Size
728px (w) x 90px(d), or max width of device for mobile



REBOOT YOUR PLANS IN TAMWORTH

ADVERTISE NOW

YOUR INFORMATION

Did you advertise in the 2020 Toyota TCMF Official Guide? YES NO

ARTIST/BUSINESS NAME*.....

COMPANY NAME*.....

ABN:.....

TRC ACCOUNT NUMBER: (where known)

POSTAL ADDRESS*.....

STREET ADDRESS*.....

PHONE*..... MOBILE:.....

EMAIL*.....

WEBSITE:

AUTHORISED BY (print name)*.....

SIGNATURE*.....

* MANDATORY please provide relevant information. Postal address will be used as primary mailing address unless otherwise advised. TERMS & CONDITIONS: Advertising is subject to our standard terms and conditions.

YOUR ADVERTISING OPTIONS

OPTION 1 – BOOK THE GUIDE ONLY

QUANTITY	SIZE	RATE	AMOUNT
_____	DOUBLE PAGE SPREAD	\$2500 inc GST	\$ _____
_____	FULL PAGE	\$1500 inc GST	\$ _____
_____	HALF PAGE HORIZONTAL	\$900 inc GST	\$ _____
_____	HALF PAGE VERTICAL	\$900 inc GST	\$ _____
_____	THIRD PAGE HORIZONTAL	\$600 inc GST	\$ _____
_____	THIRD PAGE VERTICAL	\$600 inc GST	\$ _____
_____	QUARTER PAGE (No horizontal available)	\$500 inc GST	\$ _____
_____	PHOTO & BIO WITH GIG LISTING	\$180 inc GST	\$ _____
_____	PHOTO WITH GIG LISTING	\$130 inc GST	\$ _____
_____	THE GUIDE PUBLICATION	\$10 (plus postage)	\$ _____

OR CHOOSE A SUPER PACKAGE (see over)

ACCOUNT: Tamworth Regional Council ABN 52 631 074 450. 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 made with bookings for amounts under \$200. If paying your advertising account via credit card using Visa or Mastercard, a fee will be charged. Alternative payment options include BPay, or cheque made payable to Tamworth Regional Council. All prices are GST inclusive.

Artists and venues enter gigs online at tcmf.com.au/officialguide
DEADLINE: Monday 1 November, 2021



BOOK ONLINE

It's quick and easy.
 Enter gig listings now.
 Edits until the deadline.

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. High resolution (300dpi at actual size) jpeg are also acceptable. Total Ink Weight: 280%

IMAGES & 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.

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. Adobe InDesign: Convert fonts to outline before creating a Press Ready PDF or export file as an eps and distil using Acrobat Distiller. **Word documents are not finished art.** Any ads submitted as Word will be reset and artwork charges will apply. If your ad needs to be created, please supply ALL elements when submitting your ad.

CHECKLIST

- Choose advertising options
- Start entering your gigs immediately. Editing can take place up until the deadline.
- Submit photo or photo and bio online at tcmf.com.au/officialguide

For further information contact **TAMWORTH REGIONAL COUNCIL** PO Box 555, Tamworth NSW 2340
 T: 02 6767 5555 BH | Contact: Cheryl Brown M: 0407 106 966 | E: trc@tamworth.nsw.gov.au
www.facebook.com/countrymusiccapitalnews | tcmf.com.au/officialguide