



 **TOYOTA**  
**COUNTRY**  
**MUSIC**  
**FESTIVAL**  
**TAMWORTH**  
**2018**

# OFFICIAL GUIDE

## ADVERTISE NOW

**Reach thousands of die-hard fans at the 46th Toyota Country Music Festival Tamworth 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 may not know you.

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

### CHECKLIST

- Choose your advertising options on page 3
- Complete page 3 and 4 online OR return to Tamworth Regional Council
- Enter your Gig listing now and add or edit until the deadline
- Submit photo or photo and bio online at [www.tcmf.com.au](http://www.tcmf.com.au)

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

**DEADLINE: WEDNESDAY, NOVEMBER 8, 2017**



For further information contact **TAMWORTH REGIONAL COUNCIL**  
PO Box 555, Tamworth NSW 2340 | M: 0429 784 860 | E. [j.maiden@tamworth.nsw.gov.au](mailto:j.maiden@tamworth.nsw.gov.au)  
[www.facebook.com/tamworthcountrymusicfestival](http://www.facebook.com/tamworthcountrymusicfestival)



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## 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)  
**\$2500**

**FULL PAGE**  
Bleed: 283mm(d) x 210mm(w)  
Trim: 273mm(d) x 200mm(w)  
Image Area: 250mm(d) x 180mm(w)  
**\$1500**

**HALF PAGE VERTICAL**  
250mm(d) x 88mm(w)  
**\$900**

**HALF PAGE HORIZONTAL**  
122mm(d) x 180mm(w)  
**\$900**

**THIRD PAGE VERTICAL**  
250mm(d) x 57mm(w)  
**\$600**

**THIRD PAGE HORIZONTAL**  
80mm(d) x 180mm(w)  
**\$600**

**QTR PAGE**  
122mm(d) x 88mm(w)  
**\$500**

**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.

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.

### 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).

For further information contact **TAMWORTH REGIONAL COUNCIL**

PO Box 555, Tamworth NSW 2340 | M: 0429 784 860 | E. j.maiden@tamworth.nsw.gov.au

[www.facebook.com/tamworthcountrymusicfestival](http://www.facebook.com/tamworthcountrymusicfestival)

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

**DEADLINE: Wednesday, November 8, 2017**



**ENTER YOUR GIGS AS THEY ARE CONFIRMED**

Enter your listings now and add or edit until the deadline  
**Wednesday, November 8, 2017**

## YOUR ADVERTISING OPTIONS

### OPTION 1 – BOOK THE GUIDE ONLY

QUANTITY	SIZE	DIMENSIONS	RATE	AMOUNT
_____	DOUBLE PAGE SPREAD	250mm high x 380mm wide†	\$2500 inc GST	\$ _____
_____	FULL PAGE	250mm high x 180mm wide*	\$1500 inc GST	\$ _____
_____	HALF PAGE HORIZONTAL	122mm high x 180mm wide	\$900 inc GST	\$ _____
_____	HALF PAGE VERTICAL	250mm high x 88mm wide	\$900 inc GST	\$ _____
_____	THIRD PAGE HORIZONTAL	80mm high x 180mm wide	\$600 inc GST	\$ _____
_____	THIRD PAGE VERTICAL	250mm high x 57mm wide	\$600 inc GST	\$ _____
_____	QUARTER PAGE (No horizontal available)	122mm high x 88mm wide	\$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 BELOW

**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 sent with bookings for amounts under \$300. If paying your advertising account via credit card using Visa or Mastercard, a 0.5% 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 \$3200**  
 Value \$4560  
 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 \$2020**  
 Value \$2740  
 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 \$1650**  
 Value \$2202  
 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 (15 x 30 sec)
- 1 x Copy of The Guide posted

**Package Price \$1280**  
 Value \$1750  
 Capital News appearance:  Nov  Dec  Jan

**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.

For further information contact **TAMWORTH REGIONAL COUNCIL**  
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[www.facebook.com/tamworthcountrymusicfestival](http://www.facebook.com/tamworthcountrymusicfestival)  
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# OFFICIAL GUIDE

## OFFICE USE ONLY

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

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

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

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

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

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

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

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\*: .....

\* MANDATORY please provide relevant information.

TERMS & CONDITIONS: Advertising is subject to our standard terms and conditions.

**ENTER YOUR GIGS ONLINE**

Enter your listings now and add or edit until the deadline **Wednesday, November 8, 2017** - 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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