

# The Living Tradition

The magazine for traditional folk music



## Advertisement Size & Rate Guide

### ARTWORK

#### ADVERT RATES

Our advert rates are for pre or prompt\* payment and for the delivery of print ready artwork files as described below.

\*Prompt payment - settlement of account within 10 days of invoice date.

#### OTHER CHARGES

Additional charges may apply if any typesetting, design, pre-press work or scanning is needed to be done by The Living Tradition or our printer to complete your advert.

#### ADVERT DESIGN

We can provide an advert design service for clients for a minimal charge. Please call John Slavin on 01563 571220 to discuss your requirements.

#### ARTWORK

#### DELIVERY

Please supply adverts as high-res (300dpi), RGB or greyscale pdf or jpeg files and send them by email to [adverts@folkmusic.net](mailto:adverts@folkmusic.net). We can also accept the above files on CD, zip, optical or floppy disc, sent to the address below. A proof of the advert is also required and can be faxed to 01563 544855 or posted to the address below. If a proof is not supplied then the responsibility for the advert lies with the client.

If you can not supply your adverts as stated above, or if you need any more artwork specification details please call John Slavin on 01563 571220

#### ARTWORK EMAIL

[adverts@folkmusic.net](mailto:adverts@folkmusic.net)

#### ADVERT SALES

For further information contact

Pete Heywood

Tel - 01563 571220

EMAIL

[admin@livingtradition.co.uk](mailto:admin@livingtradition.co.uk)

Full Page  
297mm x 210mm  
plus 3mm bleed  
or  
275mm x 190mm  
boxed

Colour £575  
Mono £345

Half Page  
PORTRAIT  
275 x 93  
boxed

Colour £315  
Mono £175

Half Page  
LANDSCAPE  
136 x 190  
Colour £315  
Mono £175

Third Page  
PORTRAIT  
275 x 60

Colour £225  
Mono  
£115

Third Page  
LANDSCAPE  
90 x 190

Colour £225  
Mono £115

Quarter Page  
PORTRAIT  
136 x 93

Colour £150  
Mono £85

Eighth Page  
PORTRAIT  
136 x 44  
Colour £95  
Mono £55

Eighth Page  
LANDSCAPE  
66 x 93  
Colour £95  
Mono £55

Calling Card  
66 x 44  
Mono £25  
£50 for series of 3

### Series Discount 15% - on 3 or more adverts

Advert rates are for pre or prompt\* payment with artwork delivered as specified. Make cheques payable to The Living Tradition. All prices are subject to VAT.

Artwork delivery email - [adverts@folkmusic.net](mailto:adverts@folkmusic.net)

The Living Tradition, P.O.Box 1026, KILMARNOCK, Ayrshire. KA2 0LG. Scotland.

Tel - 01563 571220 • Fax - 01563 544855 • email - [admin@livingtradition.co.uk](mailto:admin@livingtradition.co.uk)

Website - [www.folkmusic.net](http://www.folkmusic.net)