



Be part of our exciting TMSA Event Calendar 2018 developments including:

- Increase from 30,000 to 50,000 copies being printed
- Expanded distribution beyond Scotland to England, Wales Northern Ireland and Republic of Ireland
- Accompanying digital marketing campaign

Plus still have the opportunity to have your information available to at least 75% of visitors to Scotland*, as well as similar numbers of people who live here!

The TMSA Event Calendar remains **the only annual publication concentrating on traditional / folk music events and activity across Scotland**, with its distribution enabling you to publicise your events both to a larger audience **at very cost effective prices** – comparable to what you would pay to have a small ad in a monthly magazine with a smaller circulation!

Listing or advertising in the Event Calendar for 2018 will give you a presence in the **50,000** distributed hard copies and **electronic version situated on the TMSA website***, and your information in our interactive listings.

Year on year we increase the number of places our website is featured so your listings/adverts have a greater chance of being seen, for example we are continuing with our **advertising in the Landmark Press 'Scotland Guide' - which has 800,000 copies** being picked up by visitors and locals.

Interested in being part of the success?

We are now in the process of compiling the next year's edition, so let us know if you want to be involved. **For 2018** you can **list/advertise your event, venue, folk club or organisation** - see following for details of the information we require and the very cost effective rates for entry in to the 2018 Event calendar.

Due to the increased distribution we have increased the prices for the various sections of the Event Calendar. Thanks to VisitScotland and their support, these increases have been kept low in relation to the benefits you will receive. Also we can offer the opportunity to split payments into two instalments if that helps.

We need any new listings or changes/updates to previous listings and advertisement artwork to reach us **by Friday 30 November 2017** but letting us know before that if you intend to list/advertise will help our layout planning.

Regards 

Fiona Campbell - TMSA Convener

Thanks - we look forward to working with you!

*VisitScotland figures 2017.



TMSA Event Calendar 2018 Rates

All entries still only 0.002p per copy!

If you **place more than one featured listing** in the Event Calendar, **you will receive a £5 discount** on each entry - this applies to both standard and affiliate entry rates.

Standard Entry £100

General listing with the following details as applicable:

- Name of Event/Folk Club
- Date(s) of Event or Days your activities run
- Place/location of Event/ Folk Club
- Short description of Event/ Folk Club
- Contact telephone number(s); Email address, Website address, Social media contacts
- Symbols indicating access, camping etc
- Photo and/or logo for use in your web listing

SCOTTISH INTERNATIONAL STORYTELLING FESTIVAL

20 - 31 October Scottish Storytelling Centre,
43-45 High Street, Edinburgh, EH1 1SR
A celebration of live storytelling. Performance, workshops
and talks radiate out from Scotland's capital as the best
Scottish talent merges with invited international guests for a
plethora of cultural traditions and diversity.
Tel. 0131 556 9579
reception@scottishstorytellingcentre.com
www.tracscotland.org
(ScottishStorytellingCentre/@ScotStoryCentre)

NITTEN FOLK CLUB

Thursdays at 8.30pm, Guest night 1st Thursday of the month.
The Dean Tavern, 80 Main Street, Newtongrange, Midlothian, EH22 4NA
Tel. 0131 440 2802 (Ian Duncan) | 07850 869 759 (Jim Weatherston)
nittenfolk@outlook.com
www.nittenfolk.co.uk

Standard Affiliate Entry £75

If you choose to become an affiliate member of the TMSA

(only £30) you will get the standard entry plus:

- Highlighted frame box around your listing (as shown)
- Access to a free media release service about your Event/
Folk Club - this would normally cost you £40 if you paid for this service on a one-off basis.
- We will use our Facebook (currently over 2000 followers) and Twitter (over 1000 followers)
accounts to further promote your listing details.
- Opportunity to put publicity material into one of the TMSA's membership mailing for free as
long as it doesn't cause us to go over the standard postage rate.

DUNFERMLINE FOLK WEEKEND

27 - 29 October Dunfermline, Fife
A weekend of fine music and song. Check website for
details nearer the time.
Tel. 01383 725 872 | 01383 729 673
jeaniegarraimer@talktalk.net
dunfermlinefolkclub.co.uk

Classified Entry £65

(Affiliate rate £50)

We can **list your venue or group** if you want to highlight that you run
regular traditional music activity as a venue or run classes/workshops on
a regular basis or you are a traditional arts related business. Great for
profiling yourselves to visitors and locals alike – year round!

Classifieds

Some venues and groups which offer traditional music & song
sessions, events, tuition and information on a regular basis

Organisations

Glasgow Folk-music Workshop (GFW)
Glasgow Kelvin College (East End), John Wheatley Building,
2 Haghill Road, G31 3SR Traditional Scottish music classes and
other events during term time. For details visit:
www.gfw.scot gfw@fce@gfw.scot t: 0141 544 7399

Venues

Captains Bar South College Street, Edinburgh, EH8 9AA
Traditional music and sessions on evenings and some afternoons.
www.captainsedinburgh.webs.com

Advertisements

Full page (206mm x 95mm) **£395** or **Half page** (102mm x 95mm) **£205** or **Back Page** **£595**

Advertisers qualify for a free entry in the Event Calendar.

There is a design fee for adverts which are not supplied ready to be used in the Event Calendar
without further work. This is set at £50 an advert regardless of size.

Basic Event Entry £70 (Affiliate £45)

Shown here – the listing below is standard entry for comparison.

FIDDLE 2017 - SCOTS FIDDLE FESTIVAL

17 - 19 November Edinburgh www.scotsfiddlefestival.com

FIDDLE 2017 - SCOTS FIDDLE FESTIVAL

17 - 19 November
Summerhall & other nearby venues, Edinburgh
Held over three days, this exciting, fiddle-fuelled weekend
includes concerts, recitals, adult and youth workshops,
talks, stalls, sessions, festival clubs and ceilidhs.
A weekend not to miss!
info@scotsfiddlefestival.com
www.scotsfiddlefestival.com

Have your listing upgraded to a Standard Entry for FREE!

There are some limited opportunities to upgrade your listing to a
full standard entry (including affiliate entry as relevant). We are
looking to do social media promotion around the 2018 edition of
the TMSA Event Calendar. This will involve running competitions to create interest from potential
visitors. If you can supply a competition prize (or prizes) as a minimum, equivalent to the value of
the featured entry rates, we can upgrade your listing accordingly. Plus you'll get the benefit of
being featured in our online promotion work. Please contact us with proposed prize details as soon
as possible, if you would like to be considered for upgrading through this route.

Sponsorship of the TMSA Event Calendar

The option is still available to sponsor the whole brochure publication including online. If this option is of interest to you, please contact us to discuss details and levels of sponsorship.

Please note:

Wherever possible, we prefer to have payment when supplying the information for your entry, but we are able to issue invoices and receipts if this helps with your paperwork!

TMSA Branches get their listings for free, plus we sometimes consider reciprocal advertising options - please contact us if you are in a position to offer us this option.

We endeavour to ensure entries and advertisements are as accurate as possible and always send the listings and artwork to you for checking before we go to print.

Checking listings and artwork is expected to take place in December so please make sure we have the correct details of the person able to confirm such items, so we do not experience any delay in our production schedule.

We cannot be held responsible for any messages or correspondence that fails to get to the TMSA office - so please always feel free to check we have received things rather than miss something vital out! **Any queries email: office@tmsa.org.uk or tel: 0792 253 3915**

Scroll down for the form(s) you need to fill in and return to us to book your listing slot or send us an email with any updates that are required to your current Event Calendar listing/advertisement.

TMSA Event Calendar 2018

Event/Folk Club Listing Form – not for ‘Classified’ rate listings – see next page for this form

Name of event / venue/ organisation	
Date(s) of event or days your activities run (if applicable)	
Place/location(s) of Event/ Folk Club - include address and postcode (if applicable)	
Event/Folk Club Description (max. 30 words) <i>We will edit descriptions if need be...</i>	
Contact name	
Organisation	
Address Line 1 <i>(This is also the invoice address)</i>	
Address Line 2	
Town/City	
Local authority/postal county	
Postcode	
Telephone – please put in both landline & mobile as relevant	
Website	
Contact email for listing entry	
Contact email for invoicing, checking artwork etc if different from above	
Social media contacts e.g. Facebook address, Twitter account	
Affiliated to TMSA? <i>(please circle 1 answer)</i>	Yes No Would like to be - give me details
Disabled Access to Most Venues? <i>(please circle 1 answer)</i>	Yes No
Disabled Access to Some Venues? <i>(please circle 1 answer)</i>	Yes No
No Disabled Access? <i>(please circle 1 answer)</i>	Yes No
Camping Facilities? <i>(please circle 1 answer)</i>	Yes No
Child Friendly? <i>(please circle 1 answer)</i>	Yes No Limited to certain times/activities
Workshops / Education events? <i>(please circle 1 answer)</i>	Yes No
Any other information we should have?	
I have attached/mailed a photo and/or logo for our web listing <i>(please circle 1 answer)</i>	Yes No Other – please specify:

TMSA Event Calendar 2018

Classified Listing Form for venue and groups

Name of venue/organisation	
Frequency of your activities (if applicable) (please circle 1 answer)	Daily Weekly Monthly Term-time Seasonal – please specify Other – please specify:
Place/location(s) of Venue or Organisation - include address and postcode (if applicable)	
Description of your regular activity (please circle 1 answer)	Sessions Classes Workshops Other - please specify:
Contact name	
Organisation	
Address Line 1 (This is also the invoice address)	
Address Line 2	
Town/City	
Local authority/postal county	
Postcode	
Telephone – please put in both landline & mobile as relevant	
Website	
Contact email for listing entry	
Contact email for invoicing, checking artwork etc if different from above	
Social media contacts e.g. Facebook address, Twitter account	
Affiliated to TMSA? (please circle 1 answer)	Yes No Would like to be - give me details
Disabled Access to Venue? (please circle 1 answer)	Yes No
Child Friendly? (please circle 1 answer)	Yes No Limited to certain times/activities
Any other information we should have?	
I have attached/mailed a photo and/or logo for our web listing (please circle 1 answer)	Yes No Other – please specify: