



## 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 Monday 11 December 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.

### 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.

#### FIDDLE 2017 - SCOTS FIDDLE FESTIVAL

17 - 19 November Edinburgh [www.scotsfiddlefestival.com](http://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

### 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](mailto: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**

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

# TMSA Event Calendar 2018

## Classified Listing Form for venue and groups

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