

## Unicorn Folk Advertising Fees

[We are committed to considerably reducing the cost of advertising compared with Unicorn Magazine – see example below. Also, during the Covid pandemic if your event/Club/Venue is cancelled or closed, or you are hosting online/virtual sessions where the performers receive all payments/donations on the night (e.g. Cambridge Folk Club), Unicorn Folk will do its best to advertise your events (and/or intent to continue) **FREE** of charge. Just send an email to [info@unicornfolk.uk](mailto:info@unicornfolk.uk) (rather than [orders@unicornfolk.uk](mailto:orders@unicornfolk.uk) – as below, if you are paying) and an updated A4 poster and confirm your website/Facebook details. We hope that you will then consider advertising with us again when your audience and paying customers return.]

### FESTIVALS

It costs £50 to have a single entry for a Festival in the Festival Listing on the top menu on the website and you can update the poster on up to 3 occasions in the time leading up to the same Festival without further charge. In the first instance, advertisers just pay the fee and then email an A4 Festival poster to [orders@unicornfolk.uk](mailto:orders@unicornfolk.uk) in .jpg or .png format together with a simple order form. Subsequently, any updated posters can be emailed without another form.

The top menu entry for the Festival will link to a page containing the poster and links to your Festival website and Facebook pages as supplied on the order form and will remain in place for 12 months or until replaced by the following year's Festival poster at the advertiser's request and payment of the fee (i.e. currently £50). That means that effectively your Festival is advertised for a full 12 months, though after it has taken place it will be more by reminding viewers that the same Festival is likely to take place at a similar time the following year.

It costs an additional £50 to be a 'featured' Festival for 3 months on the Unicorn Folk Front/Home Page and £20 per month thereafter e.g. in the months leading up to the Festival. The Festival will be removed from the 'featured' list some time after it ends (but not from the top menu entry under 'Festivals'). The 'featured' poster on the Home Page can be the same as or different from the one linked to from the top menu, but must be for the same Festival. It can be linked to the same page that the top menu links to on the Unicorn Folk website or it can be linked directly to your website or Facebook page. 'Featured' Festivals also get a **FREE** listing in the Unicorn Diary.

### CLUBS & VENUES

It costs £50 to have an entry for a single club or venue in the listing on the top menu on the website for one year which is the minimum order. Advertisers supply an A4 poster to [orders@unicornfolk.uk](mailto:orders@unicornfolk.uk) in .jpg or .png format together with a simple order form. Up to 4 posters can be submitted in any calendar year covering any period, for example a quarterly programme, though other periods are equally acceptable within the 4-poster per year limit.

The top menu entry for a Club/Venue will link to a page containing your poster and links to Club/Venue website and Facebook pages as supplied on the order form.

It costs an additional £30 to be a 'featured' Home Page Club/Venue for a 'quarter' or £50 for two quarters (i.e. Jan-Mar, Apr-Jun, Jul-Sept, Oct-Dec) of your choice subject to availability. If your Club/Venue is closed during the summer months you may just want it to be 'featured' for the first two and last quarters each year which would cost £80, whereas it would be £100 for a whole year. At present there is a maximum of 6 'featured' Clubs/Venues per quarter, on a first-come, first-served basis, chosen at the website administrator's discretion if necessary.

For each quarter you have paid for your Club/Venue to be 'featured' you will also get one **FREE** set of 12 x monthly listings in the Unicorn Diary during the year. You can supply those listings a quarter at a time using the Unicorn Diary Entry Form though all payments must be made in advance. (For refund policy see Advertisers Agreement.)

### LIVE MUSIC

It costs £30 to have a single entry for an individual concert in the 'Live Music' Listing on the top menu. Advertisers just pay the fee and then email an A4 poster to [orders@unicornfolk.uk](mailto:orders@unicornfolk.uk) in .jpg or .png format together with a simple

order form. The top menu entry links to a page with an A4 poster provided by the advertiser in .jpg or .png format which can also contain links to website and Facebook pages as supplied on the order form.

It costs an additional £20 to be a 'featured' Live Music event on the Home Page for 2 consecutive months of your choice, subject to availability, and £10 per month thereafter. At present there is a maximum of 6 'featured' Live Music events per quarter, on a first-come, first-served basis, chosen at the website administrator's discretion if demand exceeds supply. Featured Live Music events will also get a **FREE** listing in the Unicorn Diary.

### MUSICIANS

**FREE** basic listing - just complete the form on the 'Musicians' page on the website.

Send in CD for review (+ optional artist photo & biographical details) to Carl Filby, Unicorn Folk, 9 Serby Avenue, Royston, Herts SG8 5EH. The review will be published free of charge at the convenience of Unicorn Folk.

To advertise a CD for £20 per annum including any links to playable tracks (in full or segments) or purchasing details, please complete the 'Musicians order form' and email with your A4 poster in .jpg or .png format according to the instructions therein. (Note: Unicorn Folk just publishes the music links provided and does not stream the music.)

### UNICORN DIARY

The Unicorn Diary is a chronological listing of events with **FREE** entries for 'featured' Festivals, Clubs/Venues, and Live Music as specified above. All other entries are charged by the number of sets of 12 listings (notionally 1 per month) for regular Club/Venue activities, or individual entries in the case of Festivals or Live Music concerts. ((N.b. You will get much better value advertising a single Festival or Live Music event in one of those categories rather than as an individual event in the Unicorn Diary.)

For example, if you run a Club/Venue which meets on the last Friday of every month you may just wish to advertise in the Unicorn Diary at a cost of £20 per year for a listing of your event each month throughout the year. If you have 2 events per month you would pay £10 for an extra set of 12 listings, and the same for every additional set. However, to give your Club/Venue a much higher profile you may wish to have your own page on our 'top menu' containing your poster and advertising your future programme with links to your website and Facebook page for £50 per year. You could then pay for the 2 sets of listings in the Unicorn Diary as before making a total of £80, or instead, you could choose to pay an additional £50 to make your Club/Venue a 'featured' one on our Front/Home page for 2 quarters at a cost of £50 which would also cover the cost of the Unicorn Diary entries for both monthly events for the entire year at a total cost of £100.

By way of comparison and to illustrate the reduction on advertising fees, in Unicorn Magazine it would have cost £200 for a half-page colour advert in 4 quarterly copies plus a further £60 for 4 entries in the Unicorn Diary. For just £100 in Unicorn Folk you get a full colour poster on your own club page (listed in the top menu) with links to your website and Facebook pages and you get 'featured' on the Unicorn Folk Front/Home page for six months of your choice – the equivalent of a back page listing in Unicorn Magazine at a premium price of £125 per copy.

### MUSIC SERVICES

It costs £200 per year for a prime spot for an advert on the Front/Home page in the right-hand column and the poster image can be linked to the advertiser's website or Facebook page. There will be a limit of 5 of these prime spots at any one time. In the first instance, advertisers just pay the fee and then email an A4 Festival poster to orders@unicornfolk.uk in .jpg or .png format together with a simple order form. Alternatively, for £50 per annum, a poster image with a link to the advertiser's website or Facebook page can appear on the Music Services page which appears on the top menu under 'Music'.

### FREE LISTINGS

The following sections will list activities supplied in the specified format **FREE** of charge in order to encourage their continuance. Entries/amendments to listings will be accepted 4 times per calendar year - quarterly or otherwise. To minimise admin please provide as many details of your programme as you can at the first time of asking, or quarterly

if more convenient. (Amendments will not be possible for individual events once published as it is too time-consuming, but can be actioned as part of a new update subject to the rule of 4 per year.)

MORRIS DANCE - just follow the instructions on the 'Morris Dance' page on the website under 'Events' on the top menu.

SESSIONS - just follow the instructions on the 'Sessions' page on the website under 'Events' on the top menu.

SHALL WE DANCE? - just follow the instructions on the 'Shall We Dance?' page on the website under 'Events' on the top menu.