

Unicorn Folk Advertising Fees

[We are committed to considerably reducing the cost of advertising compared with Unicorn Magazine and also wish to assist music organisers during the continuing threat posed by the pandemic. Therefore, for the **first 3 calendar months of 2022** all advertising for clubs/venues as described below will be **FREE** of charge which we hope will help them get back on their feet. For the same period festivals will have a **FREE** linked entry in the 'Festival Finder'. We hope that you will then consider advertising with us again, when your audience and paying customers have hopefully returned, and help support this resource for the folk community. Other listings for Morris sides and Dance societies are **FREE** of charge as part of our service to the folk community.]

Payment details when operative can be found on the Unicorn Folk website [HERE](#) and please email info@unicornfolk.uk if you are in any doubt about pricing.

FESTIVALS

It costs a mere **£20** for a **whole year** to have an entry, linked to your festival website, in the Unicorn '**Festival Finder**' which can be accessed from a prominent position on the front/home page of the Unicorn Folk website.

It costs just **£100** for a **whole year** to have your festival '**featured**' in a gallery on the front/home page of the Unicorn Folk website, **possibly less than the cost of a single weekend ticket for many festivals**. All you need to do is pay the fee and then email your A4 Festival poster, in .jpg or .png. format, to orders@unicornfolk.uk. You can update the poster on up to 3 occasions each year without further charge and your most recent poster will continue to be displayed and linked to your website until you send in an update.

CLUBS & VENUES

It costs just **£50** for a **whole year** to have an entry for a single club or venue in the listing on the top menu on the Unicorn Folk website which is both the standard and the minimum order. All you need to do is pay the fee and then email your A4 poster, in .jpg or .png. format, to orders@unicornfolk.uk. The poster will be placed on a club's own page on the Unicorn Folk website which can contain links to the club's website and Facebook pages as well as any instructions about parking etc .. 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.

As part of the £50 yearly fee, clubs and venues get a **FREE** listing for 12 entries in the Unicorn Diary, the equivalent of one monthly event. If you have more than a monthly event then each additional set of 12 entries (i.e. up to 12 for each set in a calendar year) will cost just **£10** each **BUT** see below.

If you want your club to be given real prominence on the **Unicorn Folk** website it can be '**featured**' in a gallery on the front/home page at a **further** cost of just **£50** for a **whole year**. If your club becomes '**featured**' you also get a **FREE** entry in the Unicorn Diary for **all** your regular events up to a maximum of one per week. This is subject only to submitting them in no more than 4 batches during the year i.e. quarterly or less often in line with the 4-poster per year limit and using the UnicornDiaryEntryForm in either [Word](#) or [Excel](#) format to do so.

LIVE MUSIC

It costs **just £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, in .jpg or .png format, to orders@unicornfolk.uk. 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.

For an **additional £20** you can have a 'featured' Live Music event on the front/home page of the Unicorn Folk website with a **FREE** listing in the **Unicorn Diary** which will be inserted for you – no need for any forms.

MUSICIANS

For a **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 make payment then email orders@unicornfolk.uk with your A4 poster in .jpg or .png format. (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 at the rate of £10 per set of 12 listings (notionally 1 per month) for regular Club/Venue activities. Please make payment then complete the UnicornDiaryEntryForm in either [Word](#) or [Excel](#) format and email to orders@unicornfolk.uk.

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, in .jpg or .png format, to orders@unicornfolk.uk. 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

Entries in the **Morris Dance** listing are provided **FREE** by Unicorn Folk in order to support a fine old tradition, part of our folk heritage, subject only to details being submitted in the required format – either an [Excel](#) or [Word](#) form.

Please complete and rename the form using the name of your sides e.g. BedfordMM.xls and return by email to info@unicornfolk.uk. Please provide your Morris side's details at the same time if they are not already listed. 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 effected as part of a new update subject to a limit of 4 such updates per year.)

SESSIONS

Just follow the instructions on the [Sessions Form](#) page on the website under 'Events' on the top menu.

SHALL WE DANCE?

Just follow the instructions on the '[Shall We Dance Form](#)' page on the website under 'Events' on the top menu.