

## Unicorn Folk Advertising Fees or Donations

**Committed, as our predecessor Unicorn Magazine was, to supporting the world of 'folk' music in all its wider forms, Unicorn Folk aims to considerably reduce the cost of advertising for clubs and events involved in the genre and even provide listing services for some types of clubs and activities FREE of charge – see below.**

**Payment details can be found on the Unicorn Folk website [HERE](#) but please email [info@unicornfolk.uk](mailto:info@unicornfolk.uk) if you are in any doubt about pricing or have any questions about donations. Invoices/receipts are provided on request.**

### FESTIVALS

Entries in the Unicorn '**FESTIVAL FINDER**' which can be accessed from all pages on the Unicorn Folk website are **FREE** of charge. However, you can also have your festival '**featured**' in a gallery on the front/home page of the Unicorn Folk website with a link to your festival website or directly to a ticketing site as you specify in your accompanying email message. All you need to do is pay the fee and then email your A4 Festival poster, in .jpg or .png. format, to [info@unicornfolk.uk](mailto:info@unicornfolk.uk). You can update the poster or have an alternative displayed for the same festival on up to 3 occasions in each one-year period without further charge. Post festival your most recent poster will continue to be displayed, and linked as you choose, until 4 weeks after your festival ends.

You can send in your festival poster up to a **whole year** before your festival takes place, so, immediately after your last one finishes if you wish! At just **£100** for this service for each festival it provides excellent value for money **possibly less than the cost of a single weekend ticket for many festivals.**

### CLUBS & VENUES

Folk clubs are at the heart of the folk scene providing regular music to music fans often across a wide range of musical genres. In many ways the 'bread and butter' of the folk music scene, some have struggled to return to normal after the pandemic. For that reason, some music clubs and venues will be asked for a donation for services rather than be charged a fee.

If yours is a **multi-purpose venue** run as a commercial operation you are asked to pay £100 for up to 4 posters per year (e.g. one per quarter, but frequency is your choice) advertising your folk/roots events as might be of interest to visitors to the Unicorn Folk website. If you run a **folk club** in a healthy financial condition staging 2 or more events each month then we also ask for payment of £100 per year for up to 4 posters per year advertising your events.

Posters will be displayed on the front/home page of the **Unicorn Folk** website and '**featured**' in a gallery which will contain links to the club website or Facebook page as specified in the email accompanying the poster and request.

If your **folk club** is struggling to make ends meet, then **we will accept a donation instead of a fee** and you can donate what you can reasonably afford and give a brief reason in the email accompanying the poster and request. This might be one of several reasons listed below or another and your word will be accepted on trust.

- a) Your club features meets regularly but mainly features local performers and only occasionally has paid performing artists, though is not a 'Session' which are listed free of charge – see below.
- b) Your club has not returned to financial stability after the pandemic.
- c) Your club is in a 'state of flux', perhaps 'in between' organisers and with uncertain venue or finances.

In addition, listings in the Unicorn Diary are **FREE** of charge to those clubs and venues paying a fee or making a donation as described above on condition that you list your events using the UnicornDiaryEntryForm in either [Word](#) or [Excel](#) format. Please try and submit your listings on no more than 4 occasions per year to assist administration.

To submit an advertisement all you need to do is email your A4 poster in .jpg or .png format to [info@unicornfolk.uk](mailto:info@unicornfolk.uk) having paid the requested fee or briefly explain why you have made a donation instead.

## UNICORN DIARY

The Unicorn Diary is a chronological listing of events for clubs, venues and live music. It is FREE of charge to those clubs and venues paying a fee or making a donation as described above on condition that you list your events using the UnicornDiaryEntryForm in either [Word](#) or [Excel](#) format. This is necessary to keep administration costs to a minimum. If you don't want to have your club/venue events 'featured' nor wish to make a payment or donation as described above you can still have a number of entries in the Unicorn Diary charged at the rate of £10 per set of 12 listings (notionally 1 per month). You must also use the UnicornDiaryEntryForm in either [Word](#) or [Excel](#) format and email to [info@unicornfolk.uk](mailto:info@unicornfolk.uk) having made payment. (Check payment details [HERE](#))

## 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 [info@unicornfolk.uk](mailto:info@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. For an **additional £20** you can have a 'featured' Live Music event on the front/home page of the Unicorn Folk.

Whichever one of the above you choose your event will be listed **FREE** of charge in the **Unicorn Diary** which will be inserted for you – no need for any forms. To submit an advertisement all you need to do is email your A4 poster in .jpg or .png format to [info@unicornfolk.uk](mailto:info@unicornfolk.uk) having paid the requested fee.

## 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 and/or CD 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 [info@unicornfolk.uk](mailto:info@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.)

## 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 poster, in .jpg or .png format, to [info@unicornfolk.uk](mailto:info@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'.

## DANCE DIARY

In order to encourage the continuance of the traditional activities of **Morris** and **Folk** dancing, entries in this new consolidated section are provided **FREE** of charge **on condition** that you submit your events using the DanceDiaryEntryForm in either [Word](#) or [Excel](#) format and email to [info@unicornfolk.uk](mailto:info@unicornfolk.uk). Please try and submit your listings on no more than 4 occasions per year (e.g. quarterly) to assist administration but to minimise admin please provide as many details of your programme as you can on the first occasion. (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.) **Please note:** The entries in this section are intended to cover regular club activities such as dance days or practices. If you are putting on a Ceilidh or similar then for just £10 you can have your event poster featured on the front/home page of the Unicorn Folk website just email your poster to [info@unicornfolk.uk](mailto:info@unicornfolk.uk) having made payment as specified [HERE](#)

## SESSIONS

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