

Reach an audience beyond Scotland with the second edition of our popular TMSA Event Calendar with information about your event, activity, venue, services or folk club plus accompanying online listings on our new website - www.tmsa.scot...



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 domestic and international audience at very cost effective prices – comparable to what you would pay to have a single small ad in a monthly magazine with a smaller circulation!

We are currently compiling the second edition to go out to the expanded distribution beyond Scotland to England, Wales, Northern Ireland and Dublin - trialled over the last 2 years along with digital marketing through the TMSA website and social media reaching **20,000+ people**.

Also 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 'Welcome to Scotland Guide' - which has 800,000 copies being picked up by visitors and locals and we start our distribution at the Celtic Connections Festival every year. Check out the Scotland only TMSA Event Calendar 2020 publication at www.tmsa.scot/the-event-calendar

Interested in being part of the success?

We are now in the process of compiling the second edition. Let us know if you want to be involved – please fill in the relevant following form or update details you've supplied to us before.

We've made some changes to our prices for 2020 to 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 TMSA Event Calendar.

Also **if you choose to become an affiliate member of the TMSA** we will be able to take any press releases you create and send them out through our allmediascotland.com subscription to the general media to complement your own marketing work. We will also use our social media channels to further promote your listing details.

We need any new listings or changes/updates to previous listings and advertisement artwork to reach us **by Monday 17 February 2020** but letting us know before that if you intend to list will help our layout planning.

Don't miss the **opportunity to have your information available to at least 76% of visitors to Scotland***. We look forward to working with you!

Regards

Fiona Campbell - TMSA Convener

TASGADH
Traditional Arts Small Grants

Administered by



with funding from



**The International Association of Professional Brochure Distributors (IAPBD) research shows that 76% of visitors to Scotland pick up hard copy material when they are in the country. They also found that at least 65% do internet searches before they travel.*

TMSA Event Calendar 2020 Rates – Second Edition

The first column of rates is for those who did not list in the first edition of the TMSA Event Calendar 2020 but would like to have the opportunity to advertise to a wider audience. The second column is for any organisation that was in the first edition and would now like to also be included in the second edition.

Rates at a glance (see descriptions below for details)

	Second edition - Rest of UK & Ireland distribution (20,000 copies)	Extra if you were in the earlier Scotland 1st edition
Standard	105	45
Standard Affiliate	80	45
Classified	70	45
Classified Affiliate	55	45
Advert Full page	400	200
Advert half page	220	100
Advert back page	600	300

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 £105

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) - up to two
- Email address
- Website address
- Social media contacts
- Symbols indicating access, camping etc

CEÒLAS UIBHIST

7 - 12 July Daliburgh School, Daliburgh, South Uist
Summer school offering Gaelic, Song, Clàrsach, Fiddle, Piping and Step Dance with the best tutors in the Gaelic world. Community festival in the evening with Gaelic as the main language. Everyone speaks English.
Tel. 01878 700 154
info@ceolas.co.uk
www.ceolas.co.uk



ABERDEEN FOLK CLUB

Every Wednesday from 8pm
The Blue Lamp, 121 Gallowgate, Aberdeen, AB25 1BU
Scotland's longest-running folk club, founded 1962.
Open and open mic sessions with occasional guests.
Tel. 01358 742 653
www.aberdeenfolkclub.co.uk

Affiliate Entry £80

If you join as a TMSA affiliate member (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.

THE SCOTTISH FIDDLE ORCHESTRA

30 December, 7.30pm Usher Hall, Edinburgh EH1 2EA
The SFO plays original arrangements of traditional Scottish fiddle music, plus more recent orchestral compositions. With around 100 performers, including pipers, dancers and singers, this concert celebrates Hogmanay in a truly Scottish fashion!
Tel. 0131 228 1155 (Box Office)
edinburgh@sfo.org.uk
www.sfo.org.uk



Classified Entry £70

(Affiliate rate £55)

We can **list your venue or group** if you want to highlight that you run regular traditional music sessions or run classes/workshops on a regular basis. 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's Violin Shop
7/11 Blackie Street, Yorkhill, Glasgow G3 8BN
String instrument specialists with instruments, bows, cases, accessories and services including repairs, restoration, insurance and valuations. www.theviolinshop-glasgow.co.uk
t. 0141 339 8078

Venues

Dalriada Edinburgh's Bar on the Beach
77 the Promenade, Portobello, EH15 2EL
Regular live music and sessions on a weekly basis. See website for more details. www.dalriadabar.co.uk; t. 0131 454 4500

Advertisements

Full page (206mm x 95mm) **£400** (Back page £600); **Half page** (102mm x 95mm) **£220**

Advertisers qualify for a free Standard or Classified entry in the Event Calendar.

Please note 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 £80 an advert regardless of size.

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! Sometimes we can 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. **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.

Checking listings and artwork will take place 17-21 February 2020. 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.scot 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 if you want to fill in word versions – click on <https://www.tmsa.scot/the-event-calendar> to get a link to where you can download them.

TMSA Event Calendar 2020 Event/Folk Club Listing Form – not for ‘Classified’ rate listings

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? (please circle 1 answer)	Yes No Would like to be - give me details
Disabled Access to Most Venues (please circle 1 answer)	Yes No
Disabled Access to Some Venues (please circle 1 answer)	Yes No
No Disabled Access (please circle 1 answer)	Yes No
Camping Facilities (please circle 1 answer)	Yes No
Child Friendly (please circle 1 answer)	Yes No Limited to certain times/activities
Workshops / Education (please circle 1 answer)	Yes No
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:

TMSA Event Calendar 2020 Classified Listing Form for venue and groups Form

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: