

Patrons: Dr. Aly Bain MBE, Dr. Margaret Bennett, Dr. Phil Cunningham MBE, Dr. Barbara Dickson OBE, Archie Fisher MBE, Dr Sheena Wellington.

Costs have risen and we usually charge for entries in the publication, but thanks to funding from Creative Scotland and the SCVO/Firstport Adapt & Thrive Covid Recovery schemes & Tasgadh...

You can list in the TMSA Event Calendar 2023 for FREE!

Reach an audience around Scotland and beyond with the 2023 edition of our popular TMSA Event Calendar with information about your event, activity, venue, services or folk club plus accompanying online listings on our 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 with FREE listings this year or an enhanced profile 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 edition to go out around Scotland and beyond to England, Wales, Northern Ireland and Dublin - trialled pre-Covid, along with digital marketing through the TMSA website and social media reaching 60,000+ people.

Also we advertise our online presence in a number of publications as a source to find out about events and activity 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. Check out our last edition – the 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 TMSA 2023 Event Calendar. If you have not listed in the publication before or have updated information, let us know by filling in our form, or email at office@tmsa.scot. **We've made some changes to our formats for 2023 to list/advertise your event, venue, folk club or organisation** - see following page for details.

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 Thursday 22 December 2022** or at least let us know you will be intending to list to 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

**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.*

TASGADH
Traditional Arts & Song Grants

Administered by **faisean**
MUSICAL

with funding from
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 FIRSTPORT

TMSA Event Calendar 2023 Listing & cost information

Rates at a glance (see descriptions below for details) subsidised levels

Standard Listing	FREE
Enhanced Listing	45
Affiliate membership combined with Enhanced listing (save £5)	70
Advert Full page (204mm x 93mm) with Enhanced listing	395
Advert half page (100mm x 93mm) with Enhanced listing	200
Advert 1/3 page (66mm x 93mm) with Enhanced listing	125

If you **place more than one Enhanced listing** in the Event Calendar, **you will receive a £5 discount** on each entry.

For those who have listed in the TMSA Event Calendar before, we are discontinuing the use of icons in the listings e.g. indicating workshops, camping, access issues, to fit more free listings in, as much of this information is now much more readily available on websites and social media pages.

We expect to have three groupings of listings in the format of the Calendar:

1. Chronological – events in date order arranged loosely in seasons
2. Folk Clubs & Sessions
3. General – network organisations, trad music related businesses, venues or groups that run regular traditional music activity on a regular basis e.g. classes.

Standard Free Listing example:

THE MUCKLE SING

11 February, Queen Margaret Hall, Linlithgow, EH49 7JA
Tel. 0792 253 3915
www.eltmsa.org.uk

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
- Contact telephone number(s) or email address(es) - up to two
- Website address

Enhanced Listing Example £45:

NORTHERN STREAMS

27–30 April, The Pleasance, Edinburgh, EH8 9TJ
Annual festival celebrating the affinities between Nordic and Scottish music, song and dance. Featuring performers from Finland and Denmark as well as some closer to home. Concerts, workshops plus a sharing session and ceilidh on the final day. In partnership with the North Atlantic Song Convention.
Tel. 0792 253 3915
www.northernstreams.org

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 - up to 300 characters length (around 50 words)
- Contact telephone number(s) or email address(es) - up to two
- Website address

Affiliate Entry £70:

If you join as a TMSA affiliate member (only £30), you will get an Enhanced Listing plus:

- 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.

Advertisements:

Full page (204mm x 93mm) **£400** (Back page £600); **Half page** (100mm x 93mm) **£220**
1/3 page (66mm x 93mm) **£220**

Advertisers qualify for a free Enhanced Listing in the Event Calendar. We can create adverts for you if you need this service. This is set at £100 an advert regardless of size. We may also charge an amendment fee for adverts which are not supplied ready to be used in the Event Calendar without further designer time.

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 as soon as possible, 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. NB: If you paid for your entry in the 2020 Event Calendar or are a current affiliate member of the TMSA you will get an Enhanced Listing for free.

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 3-19 January 2023. 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!

Click here <https://forms.gle/QAneG823d1kcJxiJ9> **for the form you need to submit to book your listing slot** OR let us know if you want us to send you a word document to fill in.

Any queries email: office@tmsa.scot **or tel: 0792 253 3915** or click on <https://www.tmsa.scot/the-event-calendar> for any other details.