

HARE KRISHNA MELBOURNE *FOLK NEWS*

INFORMATION FOR ADVERTISERS 2020-21

WHAT WE DO

FOLK news is designed to promote Krishna-conscious philosophy and lifestyle, in accordance with the teachings of our Founder-Acharya - His Divine Grace A. C. Bhaktivedanta Swami Prabhupada - and the directions of ISKCON's Governing Board Commission.

We provide a forum where Krishna-consciousness can be shared, and businesses run by devotees can be supported. Paid advertising may be accepted – at the Editor's discretion - from applicants who are generally recognised as regular contributors to our community. Our content focusses on:

- explaining the significance of Temple festivals to our readers and encouraging their participation in these events.
- providing news and updates of local projects and events of interest to our devotional community.

We welcome Krishna conscious articles, photo-essays and games from local devotees of all ages.

NEED TO KNOW

FOLK news is published 3 times a year by the Friends of Lord Krishna (FOLK) committee, to coincide with **Melbourne Temple festival seasons**.

- Advertising, graphic design and editing are managed by Rasanandini Dasi (rasanandini@iskcon.net.au).
- Invoicing is managed by Prabhu Dasa (prabhu@iskcon.net.au)

Our current circulation is 6,500 congregational households

PUBLICATION SCHEDULE

Since Temple festivals follow a lunar calendar, the months that the magazine covers vary each year.

In **2020-1** the months covered are:

- **2021 GAURA PURNIMA season:** February-May (4 months), issue published on **MONDAY JANUARY 25 2021**

- **2021 JANMASTAMI** season: August-September (2 months), issue published on **MONDAY JULY 19 2021**
- **2021 DIWALI** season: October-January (4 months), issue published on **MONDAY SEPTEMBER 20 2021**

Although we publish both online and in print, **we publish paid advertising only in our print edition.**

ADVERTISING SPACE, CHARGES & BILLING

Just under ½ of our magazine is allocated to discretionary content. Our maximum advertising space is 4 ¼ pages. Currently our ongoing advertisers claim 2 1/4 pages. The remainder of the magazine is devoted to essential content like Temple and community information.

CHARGES

	1 page (197W x 265mm. H)	½ page (197W x 132mm. H)	¼ page (197W x 61mm. H)
Black & white	\$440	\$220	\$110
Colour	\$880	\$440	\$330 (where there is no other colour advertiser in the magazine)
			\$154 (where there is another 1/2 page or 1 page colour advertiser)

Please email your billing address to Prabhu Dasa (with a copy to Rasanandini Dasi). You will receive your invoice from our Treasurer soon after publication.

PRINT EDITION LAYOUT:

24 pages, PAGE SIZE is 197 Wide x 265 mm. High

PRINTABLE AREA is 175 x 245mm. Margins are: top 10mm, bottom 10mm, outside 13mm, inside 9mm.

COLOUR IS PRINTED ON 8 PAGES (INDICATED IN YELLOW):

CURRENTLY PAID ADVERTISING IS ON THE PAGES MARKED WITH RED

Page 1 feature article	Page 2 index, editorial	Page 3 Feature article 2	Page 4 Food for life ads	Page 5 Story (cont.)	Page 6 Festival schedules	Page 7 Story (cont.)	Page 8 Vaisnava Calendar (all year)	Page 9 Story, pronunc- iation guide	Page 10 story	Page 11 Vaisnava calendar (only Oct- May)	Page 12 (centre) Feature article 3	Page 13 (centre) 1/2 p ad
------------------------------	-------------------------------	--------------------------------	--------------------------------	----------------------------	---------------------------------	----------------------------	--	---	------------------	---	---	--

We compose FOLK news using *InDesign* software. This allows us to adjust all the components of a page spread separately to create a clean, easy-to-read layout.

We accept your own graphics as long as they are of sufficient quality to print to the existing standard of our magazine.

If you do not have ready-to-print artwork we will assist you in completing graphics for your ad.

Please submit your artwork or your ideas at least 3-4 weeks before our advertising deadlines (below).

Image files should be

- **300dpi** and scaled to the actual size of your ad: 197mm wide x 61mm high (¼ page), or x 132mm high (½ page), or x 265mm high (1 page)
- Generally a file of **at least 2Mb** is sufficient.
- Print processing for colour artwork is **CMYK**
- We prefer to work with **TIFF, PDF & JPEG** images

ADVERTISING DEADLINES

Our **advertising deadlines** are:

- the date advertising artwork from our clients (*to the specifications above*) is signed off by our designers, or
- the date advertising artwork completed by our designers must be signed-off by our clients.

Full pre-production for FOLK news takes 14 weeks. *Advertising deadlines* fall 10 weeks before the first festival of the season.

Our **2020-1 advertising deadlines** are:

- **2021 GAURA PURNIMA season:** **FRI DECEMBER 11 2020**
- **2021 JANMASTAMI season:** **FRI JUNE 4 2021**
- **2021 DIWALI season:** **FRI AUGUST 6 2021**

THANK YOU FOR YOUR INTEREST, HARE KRISHNA