

## HARE KRISHNA MELBOURNE *FOLK NEWS*

### INFORMATION FOR ADVERTISERS 2023-24

#### 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](mailto:rasanandini@iskcon.net.au)).
- Invoicing is managed by Prishni Dasi ([prishni@iskcon.net.au](mailto:prishni@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 **2024-5** the months covered are:

- **JANMASTAMI season:** August-September (2 months), issue published from **MONDAY JULY 22, 2024**

- **DIWALI season:** October-January (4 months), issue published from **MONDAY SEPTEMBER 23, 2024**
- **GAURA PURNIMA season:** February-May (4 months), issue published from **MONDAY JANUARY 13, 2025**

We publish both online and in print. **Paid advertising is available in our print edition only.**

## ADVERTISING DEADLINES

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

**Our 2024-5 advertising deadlines** are:

- **2024 JANMASTAMI season:** **FRI JUNE 7, 2024**
- **2024 DIWALI season:** **FRI AUGUST 9, 2024**
- **2025 GAURA PURNIMA season:** **FRI NOVEMBER 29, 2024**

These are the dates we need to receive your ad text and graphics by.

## 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

	<b>1 page (197W x 265mm. H)</b>	<b>½ page (197W x 132mm. H)</b>	<b>¼ page (197W x 61mm. H)</b>
<b>Black &amp; white</b>	\$440	\$220	\$110
<b>Colour</b>	\$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 Prishni Dasi ([prishni@iskcon.net.au](mailto:prishni@iskcon.net.au)), with a copy to Rasanandini Dasi ([rasanandini@iskcon.net.au](mailto:rasanandini@iskcon.net.au)). 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

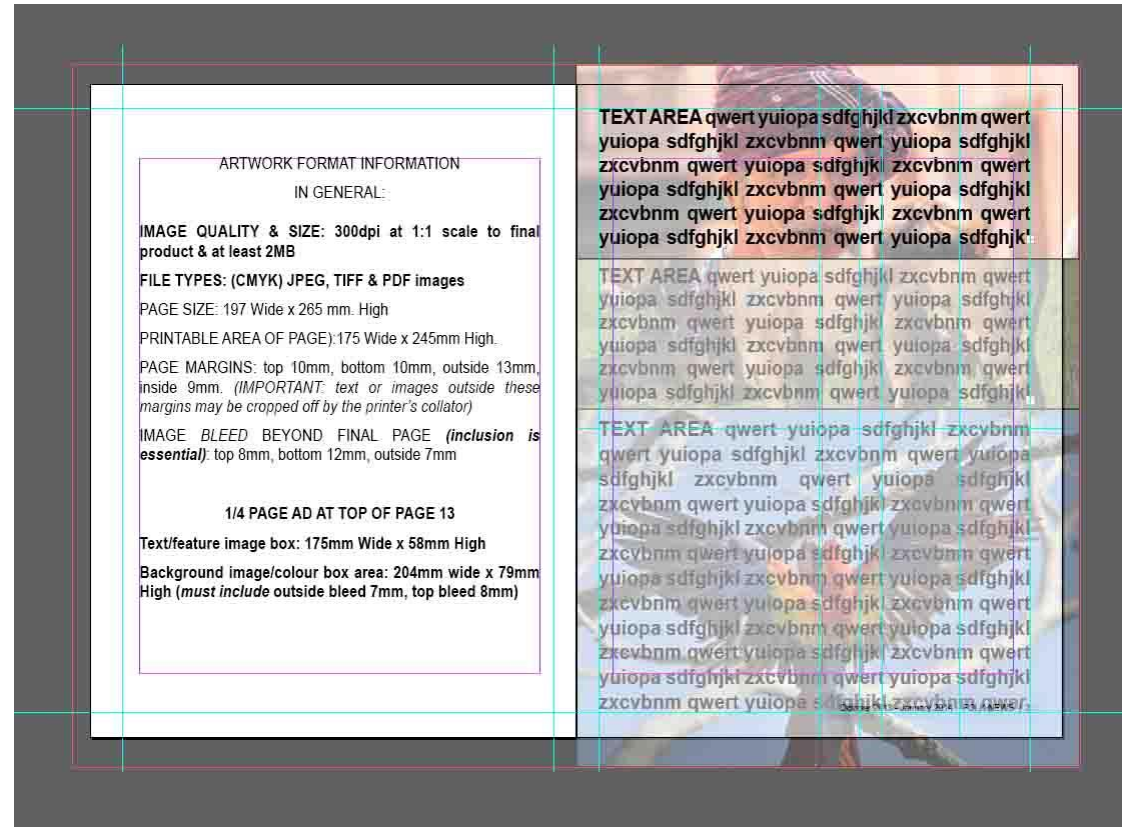
**PRINTABLE AREA** is 175 x 245mm. Margins are: top 10mm, bottom10mm, outside 13mm, inside 9mm.

**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 Vaisnava calendar (only Oct- May)	Page 10 story	Page 11 story	Page 12 (centre) Feature article 3	Page 13 (centre) 1/4 p ad 1/4 p ad 1/2 p ad
Page 14 1/4 p Wedding service ad	Page 15 article	Page 16 Home program ad HK Valley ad	Page 17 How to chant	Page 18 Kids page	Page 19 Kids page	Page 20 Varsha puja ad	Page 21 ISKCON centres	Page 22 HKValley report, Samskars	Page 23 1/4 p Catering service ad 1/4 p ad 1/2 p ad	Page 24 1/4 p ad 1/4 p ad 1/2 p ad		

## GUIDELINES FOR SENDING ARTWORK



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

**THANK YOU FOR YOUR INTEREST, HARE KRISHNA**