



48th Port Fairy Folk Festival

7-10 MARCH 2025

PRINTED PROGRAM
ADVERTISING 2025





7-10 MARCH 2025

A BRIEF HISTORY

Port Fairy Folk Festival started in December 1977 as a concert on the back of a truck, when 400 people paid \$4 for a weekend pass. There was Irish dancing and a Ceili at the Drill Hall, concerts in the theatre and music sessions in the pubs. In 1980, the Festival moved to the Labour Day long weekend and grew over the following years as the destination and event gained popularity.

From humble beginnings, today PFFF has an enviable reputation among music fans and the music industry both nationally and internationally, with acts from all over the world applying for a performance on the Port Fairy stages. Over four days and three nights, and with 10,000 ticket holders, the festival features a multi-venue main arena, free entertainment within the township, exhibitions, community markets, interactive workshops, forums, themed concerts and showcases, writers program, roving performances, handmade crafts, great food and family friendly entertainment.

In 2024, the Festival celebrated its 47th year, and as we make our way to the 50th anniversary, we continue to develop the event to be bigger and better each year.

THE PRINTED PROGRAM

The Port Fairy Folk Festival printed program not only details the diverse lineup of artists and performances but also serves as a cherished souvenir for attendees. Each year, it showcases a rich array of talent from both local and international acts, along with schedules for workshops and special events. The program features vibrant artwork and personal touches that reflect the festival's unique spirit, making it a treasured keepsake for music lovers and festival-goers alike.

Specifics:

- 10,000 copies distributed
- A4 size
- Around 70 pages





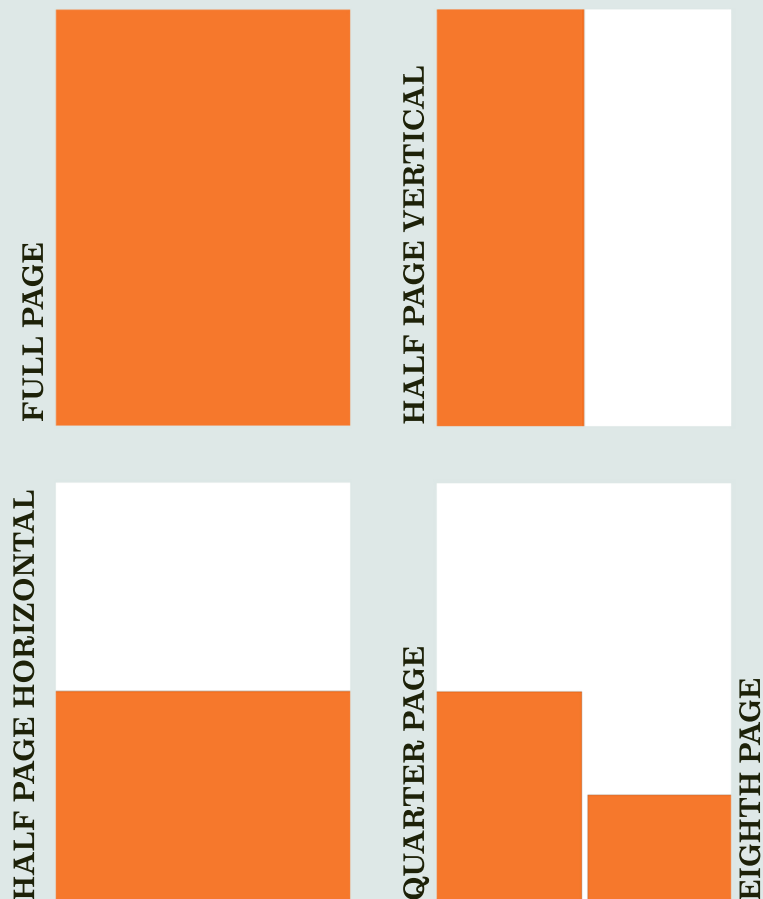
7-10 MARCH 2025

RATES

Ad Category	Dimensions	Performers Discount	Early Discount	Full Price
Back Cover	297x 210mm	\$3,500	\$4,000	\$4,500
Back Inside Cover	297x 210mm	\$2,500	\$3,000	\$3,500
Full Page	297x 210mm	\$1,800	\$2,000	\$2,500
Half Page Vertical	275 x 88mm	\$1,000	\$1,200	\$1,400
Half Page Horizontal	125 x 180mm	\$1,000	\$1,200	\$1,400
Quarter Page	125 x 88mm	\$500	\$700	\$850
Eighth Page	60 x 88mm	\$250	\$450	\$600

* All prices + GST

* Early Discount deadline Friday 15 November





7-10 MARCH 2025

SUPPLY OF ARTWORK

- Advertisements/artwork should be supplied as print-ready files.
- PDF Only
- Artwork MUST be high resolution (at least 300dpi) in CMYK colour format.
- Artwork will also require 5mm bleed, with NO crop marks
- All important information / text should be within 10mm of the edge of the supplied artwork.

Design Assistance

Port Fairy can offer design services to assist in creating your advert, please let us know should you require assistance. Minimum 2 hours, \$75.00 p/h.

For enquiries, please email:

artist.liaison@portfairyfolkfestival.com

Delivery of Artwork

Please send print-ready artwork to:

artist.liaison@portfairyfolkfestival.com

DEADLINE FOR ADVERTISING BOOKING WILL BE FRIDAY DECEMBER 13.

DEADLINE FOR ALL ARTWORK WILL BE FRIDAY JANUARY 24.

NO COPY OR ARTWORK WILL BE ACCEPTED AFTER THIS DATE

