

PROMOTION OF YOUR EVENT



To ensure the success of your event at the Frankston Arts Centre we can assist in the promotion of your event in several ways.

Any collateral you produce should include

Frankston Arts Centre, 9784 1060, www.thefac.com.au

The FAC logo should not be included on any collateral.

Your event (if booking secured within timelines) can be included in

- Frankston Arts Centre – **What's On**

A quarterly publication circulated to approximately 30,000 addresses of patrons that have attended the Centre in the preceding 2 years (post and/or email). Please supply suitable print quality image 168mm x 163mm @ 72dpi.

All information must be complete, including Contract, Deposit and Ticketing

January – April edition, deadline first Tuesday in November

May – August edition, deadline first Tuesday in March

September – December, edition, deadline first Tuesday July

- Displays of A2/3/4 size posters in the Arts Centre (promoter to supply approximately 10).
- Displays of DL flyers in Arts Centre and possible inclusion with tickets mailed out to purchasers of other events (promoter to supply, minimum of 250gsm).
- Display of event name/date on external signboard situated at the prominent corner of Davey & Young Streets
- Listing in monthly Frankston Arts Centre E-news the month prior to your event
- Listing in weekly E-news - Next 7 Days at the FAC the week prior to your event
- Listed in weekly E-news in the New On Sale section the week sales commence
- Listing on the Frankston Arts Centre's website, including on-line sales. Please supply a suitable JPG image/s (maximum 5 images) 428 (w) x 310 (h) pixels www.thefac.com.au
- Digital foyer screen, supply suitable JPG image 1080(w) x 1920(h), including title and date details, PLEASE NOTE we can no longer accept pull up banners
- Facebook
Once your event is available for sale it will be listed as an event on FAC Facebook page
FAC will 'like' the official tour Facebook if a link to page is provided.
When possible your event will be shared on FAC Facebook page 2 weeks preceding your event.

All of the above possibilities are without additional cost to the promoter (costs are inclusive in the inside booking commission)

In addition we can also arrange the following

- Additional What's On options
Half page feature \$600, please supply 50 words and print quality landscape image
Full page feature \$1,200, please supply 75 words and print quality portrait image
(view current What's On http://artscentre.frankston.vic.gov.au/Your_Visit/FAC_Brochures)
- Additional Facebook options
3 extra posts to our Facebook page and included in your event page on FAC
Facebook \$40
- DL / A4 Poster drop to local businesses in Frankston / Mornington Peninsula area
(promoter to supply approx. 300 DL and 20 A4's) \$125
- Advertising schedules in the local papers; The Leader News or Mornington Peninsula Newsgroup (costs on following page)
- A Feature article in our weekly ENews \$110*
(pre booking essential to secure preferred date)
- Dedicated segmented EDM \$185*
(dates are limited, pre booking essential to secure preferred date)
- Direct mail to a targeted database (subject to privacy guidelines) - POA

The cost of the above additional promotions can be included in the total costs of your event at the Centre.

Deadline for inclusion in local press is 4pm Wednesday for inclusion the following week with complete artwork due 4pm Thursday.

Should you wish to arrange any of these options please contact Pauline Bagnall or Jeannie Hayes, Coordinators, Ticketing & CRM on 9784 1051 or email pauline.bagnall@frankston.vic.gov.au jeannie.hayes@frankston.vic.gov.au

Deadline for inclusion in local press is 4pm Wednesday for inclusion the following week with complete artwork due 4pm Thursday.

Frankston Arts Centre - local paper advertising rates			
	Module Dimensions mm		
Leader Community News			
Frankston	M3x2	M3x3	M6x3
Height	70mm	70mm	144mm
Width	85mm	129mm	129mm
Mornington	M3x2	M3x3	M6x3
Height	92mm	92mm	188mm
Width	85mm	129mm	129mm
Circulation			
	M3x2	M3x3	M6x3
Frankston	\$ 284.17	\$ 426.23	\$ 852.48
Chelsea/Mordialloc	\$ 237.52	\$ 356.27	\$ 712.52
Mornington	\$ 250.43	\$ 375.65	\$ 751.29
Cranbourne	\$ 210.12	\$ 315.18	\$ 630.37
All 4 circulations	\$ 982.24	\$ 1,473.32	\$ 2,946.66

<http://www.newsspace.com.au/communitynews/leader>

	Module Dimensions		
Mornington Peninsula News Group			
MPNG papers	Single Mod	Double Mod	1/4 page
Height	90mm	90mm	185mm
Width	62mm	129mm	129mm
Circulation			
	Single Mod	Double Mod	1/4 page
Frankston Times	\$ 145.20	\$ 203.28	\$ 290.40
Mornington News	\$ 145.20	\$ 203.28	\$ 290.40
Sthn Peninsula News	\$ 145.20	\$ 203.28	\$ 290.40
Western Port News	\$ 145.20	\$ 203.28	\$ 290.40
Chelsea/Mordialloc/Mentone News	\$ 145.20	\$ 203.28	\$ 290.40
Multiple circulations			
any 2	\$ 232.32	\$ 319.44	\$ 479.16
any 3	\$ 319.44	\$ 435.60	\$ 638.88
any 4	\$ 392.04	\$ 537.24	\$ 798.60
all 5	\$ 450.12	\$ 624.36	\$ 914.76

<http://mpnews.com.au/>

Prices are subject to change

Current as June 2017