



FRANKSTON
ARTS
CENTRE



Promoting your event

Marketing services guide



Marketing your event

As a valued client of Frankston Arts Centre, we are pleased to offer a range of marketing services and opportunities to connect your show with our audiences.

Frankston is a vibrant community renowned for its arts and culture. Each year approximately 195,000 people visit Frankston Arts Centre, with over 50% of visitors from outside the Frankston municipality, most notably from the Mornington Peninsula and Western Port regions, as well as Melbourne's Bayside suburbs.

Our venue is inclusive and accessible, with opportunities for people of all ages, backgrounds, and abilities.

Frankston Arts Centre, alongside a lively street art scene, dynamic sculpture trail, and a colourful festivals program, is integral in inspiring an entrepreneurial, creative, and imaginative community.

Read on to discover a range of marketing options and packages to help promote your event here, primarily via Frankston Arts Centre's existing channels and audiences.

Please note: all marketing services are subject to availability and we recommend that you book campaigns in advance. All marketing service charges are added to your event settlement.

To book marketing services please complete our online Marketing Services Booking form, or for any queries please contact:

FACTickets@frankston.vic.gov.au
03 9784 1716

Prices are subject to change.
All prices quoted inclusive of GST.

Authentic Imagery

To help your event connect with audiences and drive ticket sales, we encourage the use of authentic photography, production images, artist publicity shots or professionally commissioned artwork. We find that genuine imagery is more engaging and better reflects the event experience.

Frankston Arts Centre prefers not to use AI-generated imagery as a primary promotional image. Any AI-generated or heavily AI-enhanced assets will be assessed on a case-by-case basis, and alternative imagery may be requested. Frankston Arts Centre retains final approval over all images used across its marketing channels.



Complimentary Inclusions

All commercial hirer events at Frankston Arts Centre receive the below complimentary marketing.

Please note that your images/assets must be provided in order for us to deliver these activities (find the Checklist of specifications on page 18).

-
- Digital Screens in our Foyer & Box Office- seen by thousands of visitors in the 4-5 weeks prior to your event
 - LED backlit A3 Poster displayed in our foyer and front windows from 4-5 weeks prior to your event
 - Foyer Stands – DL flyers can be displayed if provided by you on quality paper stock
 - Facebook Event page
 - What's On (print edition) – free listing in our book distributed to 20,000 people
 - Weekly e-news – free listing included for 4 weeks leading up to event date (sent to over 55k recipients)
-

Keep reading to learn more about the above opportunities, and to find out about the paid options you can add to elevate your marketing and extend your reach.



Marketing Packages

Put Your Event in Front of High-Intent Audiences

Promote your event through Frankston Arts Centre's trusted digital channels, reaching engaged local audiences and converting awareness into ticket sales.

PACKAGE COMPARISON

	Launch Digital	Amplify Live Music	Headliner Campaign
Price	\$450	\$750	\$1,295
Weekly E-news Feature	✓	✓	✓ Premium Placement
Live Music E-news Feature	—	✓	—
Meta Advertising	\$150 spend	\$300 spend	\$500 spend
Instagram Story	✓	—	—
New On Sale Social Feature	✓	✓	✓
Homepage Slider	—	—	1 week
Outdoor Digital Billboard	—	—	1 week
Organic Facebook Posts	—	—	2 posts
Organic Instagram Posts	—	—	2 posts
Estimated Campaign Outcome	600–900+ clicks	1,100–1,400+ clicks	1,500–2,500+ clicks

LAUNCH DIGITAL \$450

A cost-effective campaign designed to build awareness and generate ticket sales through targeted digital marketing.

Includes:

- Featured Event in our weekly e-news
- Meta advertising campaign with \$150 ad spend (2-week delivery)
- One Instagram Story
- Inclusion in a New On Sale social media post

Expected Outcome

600–900+ direct visits to your event page through a combination of email marketing, social media and paid advertising.

AMPLIFY LIVE MUSIC \$750

Designed specifically for live music events, connecting your gig with audiences who actively attend and engage with live music.

Includes:

- Featured Event in our weekly e-news
- Featured Event in our Live Music e-news
- Meta advertising campaign with \$300 ad spend (2-week delivery)
- Inclusion in a New On Sale social media post

Expected Outcome

1,100–1,400+ highly targeted visits from audiences with strong live music interest and purchase intent.

HEADLINER CAMPAIGN \$1,295

Our premium, multi-channel campaign designed to maximise visibility and drive strong ticket sales outcomes.

Includes:

- Premium Featured Event placement in our weekly e-news
- One week homepage slider placement
- One week outdoor digital billboard
- Meta advertising campaign with \$500 ad spend (3-week delivery)
- Inclusion in a New On Sale social media post
- Two Facebook posts
- Two Instagram posts

Expected Outcome

1,500–2,500+ visits supported by high-frequency exposure across email, paid, social and onsite channels.

Why Promote Through Frankston Arts Centre?

WEEKLY E-NEWS

- 55,000+ subscribers
- Average 36% open rate
- Approx. 19,000+ opens per send

LIVE MUSIC E-NEWS

- 15,000+ engaged live music subscribers
- Average 52% open rate
- Approx. 7,800 opens per send

META ADVERTISING

Highly targeted campaigns designed to reach local audiences most likely to purchase tickets.

SOCIAL MEDIA

Promotion across Frankston Arts Centre's active Facebook and Instagram channels to build awareness and drive engagement.

ONSITE EXPOSURE

Premium opportunities including outdoor digital billboard, website homepage placement, and foyer digital screens.

OPTIONAL ADD-ONS

- Additional Meta advertising campaign — from \$150 ad spend + \$50 administration fee
- Additional social media post — \$75
- Facebook & Instagram Story — \$75
- Homepage slider placement — \$150 per week
- Outdoor digital billboard — \$400 per week
- Dedicated EDM (targeted email send) — \$330
- Additional weekly e-news feature* — \$220
- Additional Live Music e-news feature* — \$220

*Subject to availability.

IMPORTANT INFORMATION

For best results, campaigns should commence 8-12 weeks before your event date. Early booking is recommended to secure preferred delivery dates, as our marketing channels are often booked several months in advance.

Please note that campaign performance may vary depending on creative assets, event timing, audience appeal and ticket pricing.

What's On



Full page feature



Free standard listing



Half page feature

The **What's On** is an A5 sized publication printed thrice a year and circulated to over 20,000 patrons who have attended the Centre in the preceding two years via post. This is by far one of our most popular sales channels.

Contact us for the exact deadline for each edition.

All information must be complete, including the contract, deposit and ticketing, to be guaranteed a place in the **What's On** brochure.

Materials must be supplied by the deadline to avoid a late design fee.

WHAT'S ON LISTING - FREE

Your venue hire includes an event listing in the **What's On** brochure.

EARLY WHAT'S ON LISTING - \$175

Add your listing to an earlier edition of **What's On**. This is only available to hirers whose event falls in the first two weeks of the next **What's On** edition.

HALF PAGE FEATURE - \$495

You can book a half page feature spot. This is our most popular option for venue hirers.

FULL PAGE FEATURE - \$990

You can also book a full page feature spot to achieve maximum exposure for your event.

DEADLINES FOR PROVIDING ARTWORK:

January -
April edition
Mid October

May -
August edition
Mid February

September -
December edition
Mid June

Please confirm the exact deadlines with our team.

Digital Displays

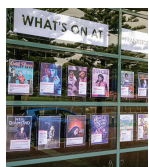
Our digital displays are seen by thousands of patrons attending shows, and also by those travelling past our centrally located venue.

You will need to provide artwork as per the design specifications in order to be featured on the digital displays. We recommend using professionally designed artwork with current images and minimal text.



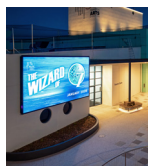
FOYER SCREENS - FREE

Our foyer screens are seen by thousands of patrons that attend shows at the Centre every year. Your digital screen artwork needs to be provided in both horizontal and vertical dimensions (please refer to specs on page 18). Artwork will be displayed for approximately 5 weeks leading up to your event date.



LED LIGHTBOX POSTER - FREE

Your event's artwork, name and date will be featured on a backlit posters displayed in the Arts Centre's front window and foyer. Our in-house design team will create the poster using a high-resolution image supplied by you (please provide an image without text). Your poster will be displayed for approximately 4-5 weeks prior to the performance date.



OUTDOOR DIGITAL BILLBOARD - \$400 PER WEEK

Our outdoor billboard sits on the front façade of the FAC venue, with visibility across the intersection of Davey and Young Streets in Frankston. Seen by 29,000 people every day, this prime location offers exceptional exposure to a broad audience. Your artwork will appear for 30 seconds in rotation with a maximum of 10 other promotional messages, running 24 hours a day, 7 days a week. Supplied artwork must be in png or jpg format (no video or moving images) with font size of at least 22 points, and will need to be approved by our team before it can be displayed.

Subject to availability: This is a highly popular activation which books out well in advance, so please secure your spot early.

WHAT'S ON



Flyers, brochures and posters

We welcome you to display flyers in the Arts Centre foyer to promote your event.

You will need to supply the flyers for display. For maximum impact, we recommend professionally designed DL flyers and posters featuring current imagery and concise, engaging text.

To ensure they remain upright and present well in our display stands, DL flyers should be printed on stock with a **minimum weight of 250GSM**.

Please do not add the Frankston Arts Centre logo to your flyer design. We do recommend that you promote our shortened website URL, which is **thefac.com.au**

FOYER STANDS - FREE

Our foyer area is visited by thousands of patrons that attend shows at the Centre every year. Once supplied, your flyers will be displayed in three dedicated stands in the foyer.

Please note: We recommend printing flyers on stock with a minimum weight of 250GSM to ensure they remain upright and present well in our display stands. As a key touchpoint for potential patrons, a high-quality flyer can help create a strong first impression and maximise the impact of your event marketing.

FLYER & POSTER DISTRIBUTION

We recommend Plakkit Street Smart Media for poster & flyer distribution in local high traffic areas.

Areas covered include:

1. Frankston & Mornington Peninsula, and
2. Bayside Suburbs (Hampton to Seaford).

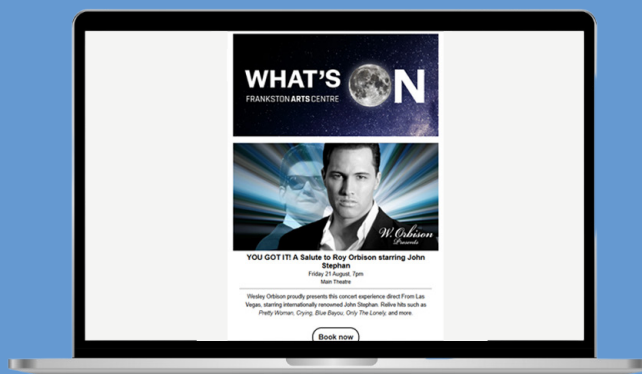
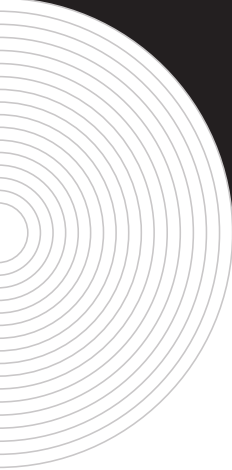
As of July 2026, the fee per area is \$550 (inc GST) but is subject to change.

Contact Warner McMahon at Plakkit on 03 9354 6611 or at Warner@plakkit.com to arrange distribution.

NEED A REFERRAL FOR A LOCAL PRINTER?

We recommend Design To Print Solutions in Somerville, which is our preferred printer. The DTPS team can offer full colour, double-sided DL promo cards (250gsm satin art/250gsm Uncoated laser) for these rates, which are exclusive to FAC clients: 500 qty - **\$170 +GST**, 1000 qty - **\$250 +GST**, 1500 qty - **\$290 +GST**, 2000 qty - **\$330 +GST**

All prices quoted are subject to change. To arrange printing and delivery to our venue, contact info@designtoprint.au or call 03 5977 7119.



Email Marketing

We have 55,000+ e-newsletter subscribers and send out EDMs (or electronic direct mails) on a regular basis. Our EDMs enjoy above average open and click rates. We generally see a surge in ticket sales each time an EDM is sent out.

You will need to provide the images/videos and the content for any targeted EDMs according to design specifications.

WEEKLY ENEWS LISTING:

- FREE

Your event will receive a New on Sale listing in the next weekly e-news once your event tickets go on sale. Your event will also be listed in our weekly e-news sent to 55,000+ subscribers for the 4 weeks prior to your event date.

FEATURE EVENT:

- \$220

Give your event prominence in our weekly e-news by booking a feature spot at the top of the e-news layout. Date preference is given on a first come first served basis so it is best to book early. The feature listing is popular with promoters closer to the event date. Subject to date availability.

MONTHLY MUSIC EDM:

- \$220

Connect with our live music ticket buyers by booking a spot in our monthly Upcoming Music EDM. Sent to approximately 13,000+ subscribers, this monthly EDM promotes only live music shows headed to the FAC and is a great way to gain exposure to an engaged audience of ticket buyers. Subject to availability.

TARGETED EDM:

- \$330

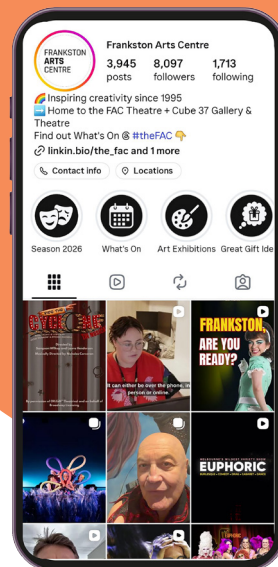
We can set up an EDM specifically targeted to your audience. The number of recipients will vary depending on the genre of your show and is usually between 4,000 - 10,000. We recommend booking a spot early as they fill up fast. Subject to date availability.

Organic Social Media

Our social media channels are a valuable way to reach existing patrons and local audiences. Frankston Arts Centre currently has more than 21,000 Facebook followers and 8,100+ Instagram followers, helping connect your event with a broad and engaged community.

Please provide links to your official Facebook and Instagram accounts when tickets go on sale. We will follow and tag your accounts where relevant and encourage you to tag Frankston Arts Centre throughout your marketing on socials.

Facebook: @FrankstonArtsCentre **Instagram:** @the_fac



FACEBOOK EVENT: - FREE

We will create a Facebook Event once your event is on sale. If you prefer to create your own event, please invite Frankston Arts Centre as a co-host and let us know so we can avoid creating duplicate event pages.

ORGANIC POSTS & COLLABORATIONS

We encourage you to share content about your event across your own social media channels and invite Frankston Arts Centre as a collaborator on relevant Facebook and Instagram posts. Subject to scheduling and suitability, we may accept collaboration requests to help extend the reach of your content.

We may also publish dedicated organic social media posts to support your event promotion if you can provide:

- A short Shout Out video from cast, creatives or performers; and/or
- Images or video content created specifically for your Frankston Arts Centre performance.

CONTENT GUIDELINES

Video

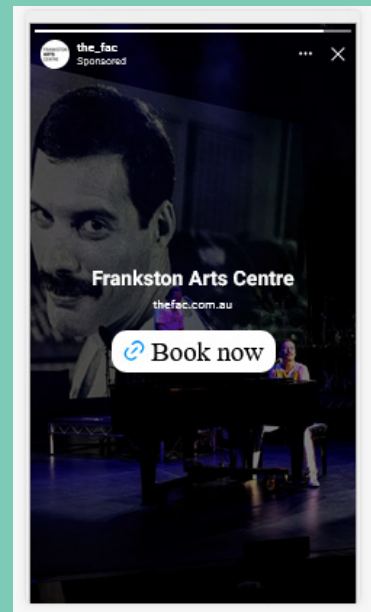
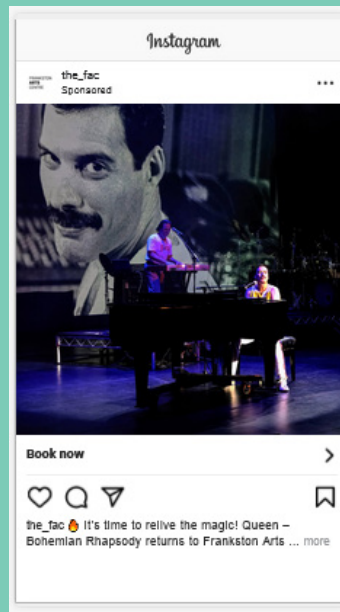
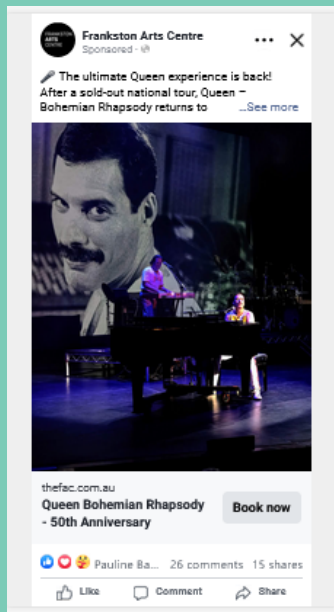
- Vertical format (9:16) recommended
- MP4 format preferred • Up to 30 seconds in length

Images

- 1080 x 1080 pixels recommended
- Performance, production and behind-the-scenes imagery often performs best
- Visually striking content is encouraged

Important Information

- Content must be supplied at least 3 business days before your preferred posting date
- Posts are scheduled at the discretion of the Frankston Arts Centre marketing team
- Publication of all content is subject to scheduling availability and marketing approval



Meta Ads:

Paid social media advertising

Promote your event to highly targeted local audiences across Facebook and Instagram through Frankston Arts Centre's paid social media advertising program.

Using Meta Ads, we can help increase awareness, drive ticket sales and reconnect with existing audience members while introducing your event to new patrons across Melbourne's south-east.

Our marketing team will develop and manage your campaign through the FAC Facebook and Instagram accounts, leveraging our established local following and trusted brand presence.

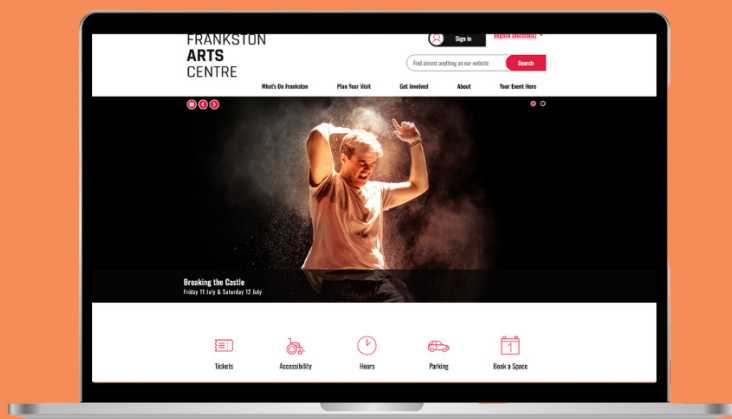
For best Meta Ads performance, please provide a mix of high-quality images, short-form video (9:16 vertical format preferred), artist shout-out content, and key promotional messaging. Campaigns generally perform better when multiple creative assets are available for testing and optimisation.

A post-campaign report can be supplied on request, including performance metrics such as:

- Reach and impressions
- Click-through rate (CTR)
- Purchases and conversions
- Return on ad spend (ROAS)

The minimum spend for Meta Ads is \$150. An administration fee of \$50 applies to each Meta campaign. We require 3 business days to set up your campaign.

For further information regarding Meta Ads and recommended budgets for your campaign, please contact our team.



Homepage premium slider

Our website attracts over 89,000 visitors per month and boldly promotes the huge range of events coming to Frankston Arts Centre.

A premium slider image on the homepage is available on a weekly basis. This slider will link directly to your event page.

PREMIUM HOMEPAGE SLIDER:

- \$150 PER WEEK

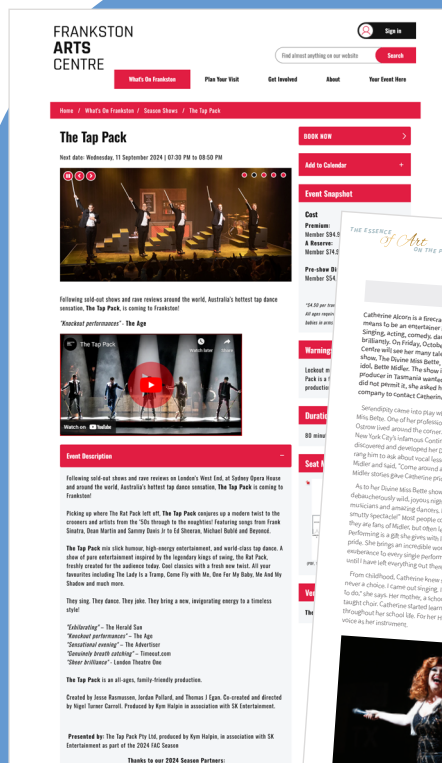
Availability is very limited for this premium advertising spot on our homepage – please contact us to find out if we have availability on your preferred weeks.

A strong image must be provided, with no text on the image. Images that feature the main focal point in the centre will display best on all devices.

Dimensions for the slider are: 2000px wide by 600px high

Copy that sells

Does your event page copy need some love? Professional copy establishes credibility with your audience. Invest in expert event copywriting and content creation to ensure your event stands out, attracts attention, and sells more tickets.



EVENT PAGE COPYWRITING - \$150

Capture your audience's attention with compelling and engaging content on your event page. Effective event copywriting is key to driving ticket sales, by highlighting the unique aspects of your event and increasing visibility with SEO. Our event page copywriting service involves reviewing your website copy provided, then researching your event and target audience to redesign the content using best marketing practices. Let us help you convert interest into ticket sales with persuasive language that talks to your target audience!

CONTENT CREATION - \$300

We can arrange for an arts writer to conduct an interview with a performer, cast member, or creative team member to create a 500-word article. This story will be published in the "Featured News" section of our website, and shared across our social media platforms (no additional fee for the social posts). The content will remain on our website for at least one year, providing a lasting showcase that can be linked directly to your tour page.

This is also a great option if you wish to run print ads in local media and have been offered editorial space to go with it.

Local Print

We have close working relationships with local newspaper and magazine publishers and recommend that you consider the below publications if wishing to use print advertising to promote your event.



MORNINGTON PENINSULA NEWS GROUP

- Frankston Times
- Mornington News
- Western Port News
- Southern Peninsula News
- Chelsea Mordialloc Mentone News
- Peninsula Essence (monthly magazine)
- Peninsula Kids (quarterly magazine)

To find out more about these publications including rates, please contact:

Anton Hoffman, Group Advertising Manager,
Mornington Peninsula News Group on 03 5974 9000
or at anton@mpnews.com.au

MORNINGTON PENINSULA MAGAZINE

- Mornington Peninsula Magazine (monthly).

To find out more contact Anna Georgiou, Senior Sales Executive,
on 03 9708 8222 or at anna@mpmag.com.au.



Radio Ads

While our audiences regularly listen to stations such as 3AW, Smooth FM and Gold FM, advertising on major metropolitan radio stations can represent a significant investment.

Local radio can be a cost-effective way to reach audiences closer to your venue while also generating additional publicity. Many local stations are open to supporting events through artist interviews, music airplay and on-air discussions about upcoming performances.

3MP offers special advertising packages for Frankston Arts Centre presenters and promoters. Further information is available on page 16.

3MP

- 3MP- 1377 AM and DAB+

3MP is Mornington Peninsula's dedicated commercial radio station - that's why they are called "MP". Their mature target audience makes up 24% of Melbourne's population.

To find out more, refer to the special packages on the following page and contact Wayne Nardino (wnardino@3mp.com.au)

RADIO PORT PHILLIP

- RPP- 98.7 FM

Local community radio station in the Mornington Peninsula Region.

To find out more contact Martin Ashton on 03 5975 2650 or at sales@3rpp.com.au

CASEY RADIO

- 3SER - 97.7 FM

Local community radio station in the south-eastern area of Melbourne.

To find out more about advertising and publicity opportunities, contact Leigh Drew (leighdrew123@gmail.com)



3MP
1377 & DAB+

easy music

FRANKSTON
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Live Performance

Frankston Arts Centre Opportunity 45 second Live Reads

You'll enjoy these special rates with the 1377 3MP Live Performance Pack, you will receive the following:

- 7 x 45 second Live Reads placed your choice of during Breakfast,
- Morning, Afternoon or Drive over 5 weekdays

Total: 7 x 45 second Live Read commercials

INVESTMENT
Only \$770



3MP
1377 & DAB+

easy music

FRANKSTON
ARTS
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The Encore

Frankston Arts Centre Opportunity 15 second recorded commercial schedule

You'll enjoy these special rates with the 1377 3MP Encore Pack, you will receive the following:

- 50 x 15 second recorded commercials placed between 6am and 7pm

Total: 50 x 15 second commercials

Note If a commercial is required, we can write, record and produce a commercial for only \$150 plus GST.

INVESTMENT
Only \$1,650



3MP
1377 & DAB+

easy music

FRANKSTON
ARTS
CENTRE



The Standing Ovation

Frankston Arts Centre Opportunity 30 second recorded commercial schedule

You'll enjoy these special rates with the 1377 3MP Standing Ovation Pack, you will receive the following:

- 30 x 30 second recorded commercials placed Monday to Sunday between 6am and 7pm

Total: 30 x 30 second commercials

Note If a commercial is required, we can write, record and produce a commercial for only \$150 plus GST.

INVESTMENT
Only \$1,980



Capture the magic and promote with impact

High-quality, professional photos are one of the best tools to grow your audience and boost ticket sales. We offer access to experienced live performance photographers at an affordable rate, exclusive to Frankston Arts Centre.

You will be provided with 50 professionally edited photos, in both high and low resolutions.

PROFESSIONAL PRODUCTION PHOTOGRAPHY

- \$500

Why invest in professional production photography?

- **Make your future shows stand out** with exciting, dynamic images
- **Build a strong visual brand** for future tours or performances
- **Maximise media opportunities** with press-ready photos
- **Boost your marketing** across social media, websites and print
- **Connect with audiences** through inspiring visuals that tell your story

Great imagery sells shows. When using professional images from a previous performance at Frankston Arts Centre, we have seen a huge increase in engagement on social media for the next performance date which flows through to faster ticket sales.

Don't miss the opportunity to capture your performance at its best.

Please note: This service is subject to photographer availability and must be booked at least 2 weeks in advance of your event date.

On Sale Checklist

So that we can put your event on sale and start promoting it, we need you to provide the following list of assets along with your ticketing information:

Please note

We recommend that when selecting a hero image for your event you try to avoid dark, low-contrast or heavily filtered visuals.

Hero imagery should feature original production artwork or photography and must not include AI-generated or AI-manipulated imagery unless prior written approval has been obtained from Frankston Arts Centre.

SHOW DESCRIPTION FOR WEBSITE

250-500 words or more. We recommend that you provide a description written with the audience in mind, promoting the reasons why they should choose to buy tickets.

HERO IMAGE FOR WEBSITE

Please provide your hero images for your event page as a jpeg or png file in the below dimensions. We recommend images are free from overlaid text or graphics in order to appear optimally in all website placements.

428px wide x 310px high, no text in image

1200px wide x 628px high, no text in image

Please provide images without any text, logos or promotional overlays. Clean imagery displays more effectively across our website and marketing channels, ensuring your event looks its best in every placement.

PROMOTIONAL/TRAILER VIDEO FOR WEBSITE

Please provide quality promotional or trailer video for your event as MP4 or MOV files in landscape (16:9) format.

Short videos of up to 60 seconds are preferred for uploading to our YouTube channel and embedding on your event webpage.

SHOW DESCRIPTION FOR WHAT'S ON LISTING

25-30 words best describing your event and why people should see it.

IMAGE FOR WHAT'S ON LISTING

168mm wide x 163mm high, 300 dpi high resolution image with no text

On Sale Checklist

(Cont.)

HIGH RESOLUTION IMAGE FOR IN-HOUSE POSTER

Please provide an A3 sized pdf image in horizontal format so we can create your FAC branded poster to be displayed in backlit frames in our foyer.
Your image needs to be 300dpi (larger than 1MB) and in horizontal layout.

FOYER DIGITAL SCREENS

Please provide both vertical and horizontal artworks including the title, date and time to be promoted on our foyer screens.

Vertical dimensions - 1080px wide x 1920px high

Horizontal dimensions - 1920px wide x 1080px high

Please include your event date and time. You don't need to include a website, booking details, or a QR code on this design as it will only appear in our foyer near the Box Office.

Keep text to a minimum - you don't need to mention Frankston Arts Centre, any URLs or booking details.

IMAGE FOR FACEBOOK EVENT

1200px wide x 628px high, preferably with no text

FLYERS (OPTIONAL)

Flyers with DL dimensions will look best in our foyer stands.

To ensure they remain upright and present well, please print flyers on stock with a **minimum weight of 250GSM**.

Please do not include the FAC or Frankston City Council logos without prior approval. We recommend that you promote our shortened website URL, which is **thefac.com.au** or consider adding a QR code direct to your event page on our website.

If supplying DLs to display in our foyer, please supply 500 qty.

See page 8 for our local printer recommendation.

PAID ADVERTISING CHECKLIST

If you are investing in paid advertising options, please refer to the below artwork specifications.

If you have any questions, please contact our team.

FRANKSTON ARTS CENTRE

1. WHAT'S ON FEATURE - HALF PAGE	• Show description - 25 to 50 words • Image must be high-resolution (minimum 300 dpi), free from overlaid text or graphics, and clearly lit.
2. WHAT'S ON FEATURE - FULL PAGE	• Show description - 75 words • Image must be high-resolution (minimum 300 dpi), free from overlaid text or graphics, and clearly lit.
3. PAID SOCIAL MEDIA (META) CAMPAIGNS	Images: • 1 primary hero image • 3-10 additional production, performance or publicity images • Supply both landscape (16:9) and portrait (4:5) versions if available • High-resolution JPG or PNG files Video: • 1 promotional or trailer video • Vertical (9:16) format preferred, but please supply landscape (16:9) as well if you can • MP4 or MOV files • 15-60 seconds recommended • Artist or cast "Shout Out" videos encouraged
4. ENEWS FEATURE EVENT	• We are happy to use your hero image in this placement for Feature Event bookings in our Weekly E-News or Upcoming Live Music EDMs. If you prefer to specify an alternate image, please provide it in these dimensions: Image - 1200px wide X 800px high, png or jpeg file.
5. TARGETED EDM	• Header image - 600px wide x 300px high, png or jpeg file. Include the event title and imagery, but you don't need to include the venue or date. • Additional 2-6 images (production or promotional images preferred). • Content - at least 100 words, can include show description, short artist biographies etc • YouTube video link for promo video, or MP4 video file that we can upload to our YouTube channel.
6. HOMEPAGE PREMIUM SLIDER	• Strong image with no text overlay or title artwork on it. Image - 2000px high x 600px high (jpeg or png file)
7. OUTDOOR BILLBOARD	• Image artwork - 1280px wide x 768px high (saved as a png or jpg file) • Ensure font size is over 25 points. • Use high contract colours (light on dark, dark on light) for visibility. Avoid pastels and overly saturated neons. • Keep your message simple and use minimal text - 10 words or less is ideal. Use a strong visual. You don't need to mention Frankston Arts Centre as a venue, or the website/phone. • No video or moving images are allowed, and no split screens (no advertising more than one event on an artwork. • Artwork cannot be mistaken for traffic signals or control devices (red, amber, green circles or octagons, cross, triangles) and can't contain anything that could be interpreted as driving instructions (stop, give way, slow down, turn here, etc.) • Your artwork must be approved by our Marketing Team, so please supply to us one week before your scheduled start date.

Ready to start promoting your event?

Contact our team today to lock in your preferred marketing plan and dates. You can complete our online Marketing Services Booking Form via this link, or contact our team:

FACtickets@frankston.vic.gov.au
03 9784 1716

Please note: all marketing services are subject to availability and we recommend that you book campaigns in advance. All marketing service charges are added to your event settlement.

Prices are subject to change.
All prices quoted inclusive of GST.

FRANKSTON ARTS CENTRE

27-37 Davey Street,
Frankston, VIC 3199
T 03 9784 1716

thefac.com.au

