



## 2022 Marketing @theMEC

Our team at the MEC are delighted that your show has now been booked for our 2022 season. Our marketing packages have not increased in price to provide cost effective exposure and maximum ticket sales for your performance.

**We require the below images so we can commence marketing your production:**

Please provide the following images for marketing via:	Image dimensions
Website home page rotating banner plus print media (ie Curtain Call) in the Manning River Times	1200 pixels landscape image or at least 1-2 MB
Website sales page	350 x 220 pixels landscape image
Social media image	851 x 315 pixel landscape image
Foyer screen image	350 x 220 pixels landscape image (Tagged with performance date and time)
Mailchimp for EDMs	851 x 315 pixel landscape image
Please provide the following marketing blurbs:	
A short 50 word grab	Website sales preview and social media
A 400 word show description for sales information on website	Expanded sales information on website and for use in print media

### Free Marketing @ the MEC

Our marketing team provide the below marketing for your show across the MidCoast region.

### Website – theMEC.com.au

The image you send for the website homepage rotating banner will feature on our website leading up to your performance. We have more than 35,000 visitors to the site each year booking tickets.

### Pull up banners

Send your pull up banner promoting the performance to the MEC (preferably without show dates if it has to be rescheduled) and we will display this in our foyer area for the months leading up to the performance.

### Digital Signage on Manning River Drive, Taree

Street frontage digital signage will promote your show in the weeks leading up to your performance. This signage is seen by thousands of residents passing by the MEC each day.

### Foyer posters

Please provide us with 10xA3 foyer posters and these will be displayed around our foyer and entrances to the theatre for all patrons to see upcoming show information.

## Social Media

### Facebook

We recommend you create a Facebook event for your show and then invite the MEC to co-host it. As part of our Social Media Strategy, the MEC will promote your show via our 4,000 plus Facebook followers through interesting posts when tickets go online and leading up to the performance.

Boosts are available for FB promotions at an additional cost.

### Instagram

We welcome interesting images for Instagram and will post about your show leading up to the performance. Let us know any #hashtags that you want included within posts to encourage engagement.

### Youtube

Send us any short snippets and promotional videos that we can upload to our YouTube channel. We will also post these onto Instagram promoting the show.

### Foyer screens displays at the MEC

The foyer screen in our Box office will display your show for leading to the performance, together with your A3 posters displayed throughout our foyer area.

### Events listing

Your show will also be listed on [www.barringtoncoast.com.au/events](http://www.barringtoncoast.com.au/events) which is the event website for the MidCoast region and mentioned in the 'What's On' segments on local radio.

**For further paid marketing options to increase exposure, see the attached packages that we have tailored for your show.**

## THIS MEC MARKETING PACKAGE REPRESENTS A SAVING OF \$520

What's in the MEC marketing package	Purchased individually	Purchased as a MEC marketing package
<b>Double page spread in our 2022 Digital Program</b>	\$900 incl GST	✓
This full colour digital program with at least 36 pages is distributed throughout the MidCoast region, together with media exposure. The program is provided on the MEC website as a digital flip book and will be launched in January 2022 and again in July 2022.		
<b>Two x Electronic Direct Mail (EDM) to 9,000 locals</b>	\$250 incl GST	✓
Your performance will headline an EDM and is distributed to more than 9,000 locals. We require at least two weeks advance notice (subject to availability). The MEC also does periodical general EDMs to market shows and in these we include shows which have just come on sale and those that are scheduled to play within the next few weeks.		
<b>Poster Distribution</b>	\$360 incl GST	✓
To provide the best exposure, the MEC offers a poster distribution service. <b>You will need to supply 20 x A3, 20 x A4 posters.</b> These will be displayed in strategic locations in Forster, 10 libraries in the MidCoast Council region, plus businesses throughout Harrington, Old Bar, Wingham, Taree, Forster/Tuncurry, Gloucester (a radius of 75kms around the Entertainment Centre). This is a unique service that is not offered by any other business in the area.		
<b>Total price</b>	<b>\$1,510.00 incl GST</b>	<b>MARKETING PACKAGE ONLY \$990 incl GST</b>

## THIS MARKETING PACKAGE REPRESENTS A SAVING OF \$350

<b>Single page in our 2022 Digital Program</b>	\$500 incl GST	✓
This full colour digital program with at least 36 pages is distributed throughout the MidCoast region, together with media exposure. The program is provided on the MEC website as a digital flip book and will be launched in January 2022 and again in July 2022.		
<b>Electronic Direct Mail (EDM) to 9,000 locals</b>	\$250 incl GST	✓
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<b>Total price</b>	<b>\$1,110.00 incl GST</b>	<b>MARKETING PACKAGE ONLY \$750 incl GST</b>

*The costs of marketing can be billed to you in the final reconciliation of finances following the show.*

**Please contact Helen Knight, Sales and Marketing Officer**

Manning Entertainment Centre

33 Manning River Drive, Taree NSW 2430

Phone: **6592 5403** or Email: [helen.knight@midcoast.nsw.gov.au](mailto:helen.knight@midcoast.nsw.gov.au)



If you would like to promote your show through local media, please contact:

## LOCAL MEDIA OUTLETS IN THE REGION

Press	Contact	Phone	Email
Manning River Times	Julia Driscol - Journalist	(02) 6592 1988	<a href="mailto:Julia.driscol@manningrivertimes.com.au">Julia.driscol@manningrivertimes.com.au</a>
Manning River Times	Advertising	0447 028 747	<a href="mailto:leisa.smith@manningrivertimes.com.au">leisa.smith@manningrivertimes.com.au</a>
Great Lakes Extra & Manning River Times	Toni Bell - Editor	(02) 6552 1988	<a href="mailto:Toni.bell@fairfax.com.au">Toni.bell@fairfax.com.au</a>
General advertising	Melinda Sharpe	0438 174 226	<a href="mailto:melinda.sharpe@austcommunitymedia.com.au">melinda.sharpe@austcommunitymedia.com.au</a>
Radio			
ABC Radio – Mid North Coast	Cameron Marshall	(02) 6588 1211	<a href="mailto:Marshall.Cameron@abc.net.au">Marshall.Cameron@abc.net.au</a>
ABC Presenters	Fi Poole and Luke Ryan	(02) 6588 1211	<a href="mailto:poole.fiona@abc.net.au">poole.fiona@abc.net.au</a> <a href="mailto:ryan.luke@abc.net.au">ryan.luke@abc.net.au</a>
MAX FM (Audience 15- 35 y)	Fiona Ludeke	(02) 6537 9900	<a href="mailto:fiona@2re.com.au">fiona@2re.com.au</a>
2RE (Audience 35-70)	Anthony Zanos	(02) 6537 9900	<a href="mailto:azanos@2re.com.au">azanos@2re.com.au</a>
<b>NOTE: Neither station will do interviews or ticket giveaways unless advertising has been purchased.</b>			
2BOB Community Radio	Rosie Herbert	(02) 6552 6200	<a href="mailto:admin@2bobradio.org.au">admin@2bobradio.org.au</a>
TV			
WIN TV & NBN advertising	Kelly Gamblin	0417 426 844	<a href="mailto:gamblink@winnetwork.com.au">gamblink@winnetwork.com.au</a>
NBN Journalist	Sacha Shipway	(02) 6551 0062	<a href="mailto:s.shipway@nbntv.com.au">s.shipway@nbntv.com.au</a>
Prime 7 Mid North Coast	Melanie Cooper	6589 9777	<a href="mailto:Melanie.cooper@prime7.com.au">Melanie.cooper@prime7.com.au</a>