



## 2021 - Targetted Marketing @theMEC

Our team at the MEC are delighted that your show has now been booked for the 2021 season.

To provide the best 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 displays (no audio)	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 MEC Marketing

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 32,000 visitors to the site each year booking tickets.

#### 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.

## **Social Media**

### **Facebook**

We recommend that 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 3,800 plus Facebook followers and through regular Instagram posts. Boosts are available for FB promotions at an additional cost.

### **Instagram**

We welcome interesting images for Instagram. 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 onto Instagram promoting the show.

## **Pull up banners and foyer displays at the MEC**

If you have a pull up banner please send it to us and it will be displayed in our foyer in the months leading up to your performance. The foyer screen image you send will also be displayed on our foyer TV screens (2) up to 4 months leading to the performance, together with your posters and flyers which will be displayed in the foyer.

**Please note that all pull up banners will be returned at a cost to the promoter if not collected at the conclusion of the show.**

## **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.

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

Complete MEC marketing package	Purchased individually	Purchased as a MEC marketing package
<b>Double page spread in our 2021 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 2021 and again in July 2021.		
<b>Electronic Direct Mail (EDM) to 8,500 locals</b>	\$250 incl GST	✓
Your performance will headline an EDM and is distributed to more than 8,000 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 30 x A3, 10 x A4 posters.</b> These will be displayed in strategic locations such 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 MEC MARKETING PACKAGE REPRESENTS A SAVING OF \$350

<b>Single page in our 2021 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 2021 and again in July 2021.		
<b>Electronic Direct Mail (EDM) to 8,500 locals</b>	\$250 incl GST	✓
Your performance will headline in one EDM distributed to more than 8,000 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.		
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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 other media, please contact:

## LOCAL MEDIA OUTLETS IN THE REGION

Press	Contact	Phone	Email
Manning River Times	Lauren Green	(02) 6552 1988	Lauren.green@fairfax.com.au
Focus Magazine Editorial	Bronwyn Davis	(02) 6555 3381	Bronwyn.davis@fairfax.com.au
Focus Magazine Advertising	Louise Beaumont	(02) 6555 3381	louise@focus.com.au
<b>Radio</b>			
ABC Radio – Mid North Coast	Cameron Marshall	(02) 6588 1211	Marshall.Cameron@abc.net.au
ABC Producer	Carla Mascarenhas	(02) 6588 1211	Mascarenhas.Carla@abc.net.au
MAX FM – (Audience 15-35 yrs)	Fiona Ludeke	(02) 6537 9900	fiona@2re.com.au
2RE– (Audience 35-70 yrs)	Anthony Zanos	(02) 6537 9900	azanos@2re.com.au
<b>NOTE: Neither station will do interviews or ticket giveaways unless advertising has been purchased.</b>			
2BOB Community Radio	Rosie Herbert	(02) 6552 6200	admin@2bobradio.org.au
<b>TV</b>			
WIN TV	Aiden Banham	(02) 6581 6799	banhama@winnetwork.com.au
NBN Advertising	Grayem Bird	(02) 6551 0062	Grayem.bird@sca.com.au
NBN Journalist	Lara Coffey	(02) 6551 0062	lcoffey@nbntv.com.au
Prime 7 Mid North Coast	Kathy Walsh	0404 357 206	Kathy.walsh@prime7.com.au