

# MANNING entertainment CENTRE

## Targeted Marketing available through the MEC

Our team at the MEC are delighted that your show has now been booked for the 2019 season. To provide the best exposure and maximum ticket sales for your performance, we require the below:

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

## 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 30,000 visitors to the site each year booking tickets.

## Social Media Marketing by the MEC

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 3,000 plus Facebook followers and through Instagram posts. We welcome interesting images and show related posts that could be used on Facebook and Instagram including YouTube footage. Boosts are available at an additional cost.

## 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 the 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 performance 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.

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

Complete MEC marketing package	Purchased individually	Purchased as a MEC marketing package
<b>Electronic Direct Mail (EDM) to 8,200 locals</b>	\$250 incl GST	✓
Your performance will headline in two EDMs distributed to more than 8,200 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 schedule to play within the next few weeks.		
<b>Poster Distribution</b>	\$360 incl GST	✓
To provide the best exposure, the MEC offers a poster and DL distribution service. You will need to supply 50 x A3, 10 x A4 posters and 1000 DL brochures. These will be displayed in strategic locations such as our ticketing outlet in the central shopping mall "Stockland" 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>Double page spread in our July to December 2019 Season Program</b>	\$900 incl GST	✓
This full colour program with at least 36 pages has a print run of 3,000 and distribution throughout the Midcoast region, together with media exposure. The program is also on the MEC MidCoast Council website as a digital flip book and will be launched in June 2019.		
<b>Total price</b>	<b>\$1,510.00 incl GST</b>	<b>MARKETING PACKAGE ONLY \$990 incl GST</b>

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

<b>Single page in our July to December 2019 Season Program</b>	\$500 incl GST	✓
This full colour program with at least 36 pages has a print run of 3,000 and distribution throughout the Midcoast region, together with media exposure. The program is also on the MEC MidCoast Council website as a digital flip book and will be launched in June 2019.		
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<b>Total price</b>	<b>\$1,110.00 incl GST</b>	<b>MARKETING PACKAGE ONLY \$750 incl GST</b>

**Please contact Helen Knight, Sales and Marketing Officer**  
 Manning Entertainment Centre  
 33 Manning River Drive, Taree NSW 2430  
 Phone: **6592 5466** or Email: [helen.knight@midcoast.nsw.gov.au](mailto:helen.knight@midcoast.nsw.gov.au)

**If you would like to promote your performance through other media, please contact:**

<b>Press</b>	<b>Contact</b>	<b>Phone</b>	<b>Email</b>
Manning River Times	Lauren Green	(02) 6552 1988	Lauren.green@fairfax.com.au
Great Lakes Extra	Kelly Payne	(02) 6552 1988	Kelly.payne@fairfax.com.au
Focus Magazine Advertising	Bronwyn Davis	(02) 6555 3381	Bronwyn.davis@fairfax.com.au
Focus Magazine Editorial	Louise Beaumont	(02) 6555 3381	louise@focus.com.au
<b>Radio</b>			
ABC Radio	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
<i>NOTE: Neither station will do interviews or ticket giveaways unless advertising has been purchased.</i>			
2BOB Community Radio	Indi Wood	(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	Paul Broadhurst	(02) 6552 8772	Paul.broadhurst@prime7.com.au