



## Benalla Performing Arts & Convention Centre

# BPACC Advertising Packages

### INCLUDED PROMOTIONAL PACKAGE

BPACC will provide a range of free marketing services to all venue hirers.

#### WEBSITE LISTING

[www.bpacc.com.au](http://www.bpacc.com.au)

Please provide a 50-100 word blurb and suitable image (jpg) (300dpi, minimum 2 meg) for inclusion on [www.bpacc.com.au](http://www.bpacc.com.au)

#### PROMOTION ON SOCIAL MEDIA



@\_BPACC



BPACC.Benalla

#### ELECTRONIC DIRECT MAIL

Distributed once to our database of 2192 BPACC Benalla patrons.

#### BOX OFFICE TV SCREEN, POSTERS AND FLYERS

- All shows are promoted from TV screens located in the venue foyer
- Posters displayed at the BPACC Box Office
- Flyers displayed in the front windows and at the venue's point of sale  
(\*Posters and flyers provided by the hirer)

#### EVENT CALENDAR

Inclusion in the full page monthly tourism calendar included in the *Benalla Ensign* newspaper (published every Wednesday), that has a weekly readership of 4300.

#### PULL UP BANNERS ARE WELCOME

Please post to:

**BPACC**

**Venue Manager**

**57 Samaria Road**

**Benalla VIC 3672**

Benalla Performing Arts and Convention Centre (BPACC)

57 Samaria Road, Benalla VIC 3672

Box Office: 03 5762 5515

E: [bpacc@benalla.vic.gov.au](mailto:bpacc@benalla.vic.gov.au)

W: [www.bpacc.com.au](http://www.bpacc.com.au)

Opening hours: Monday to Friday 10am to 4pm and 1 hour prior to performances

The Benalla Performing Arts and Convention Centre is proudly managed by Benalla Rural City Council

## PROMOTIONAL PACKAGE

This service is optional with an all-inclusive cost of \$500 inc GST.

**BOOSTED POST** on the BPACC Benalla Facebook page.

**LETTERBOX DROP** to 3,600 households in Benalla.

### **POSTER DISTRIBUTION AND DIRECT MAIL DISTRIBUTION**

Distribution of A4 posters and DL flyers delivered throughout Benalla.

Suggested quantities for distribution: 100 x A4 posters and 4000 x DL flyers.

Posters and DL flyers are to be provided by the hirer and delivered 10 weeks prior to the event, to:

**BPACC**  
**Venue Manager**  
**57 Samaria Road**  
**Benalla VIC 3672**

Yes, I want the BPACC Promotional Package

**Total cost: \$500 inc GST**

Signature \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/2016

## BROADCAST PROMOTIONAL PACKAGE

### RADIO ADVERTISING

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Please liaise with the station directly regarding radio advertising.

#### **Southern Cross Austereo: 96.9 Star FM and 95.3SR FM**

##### **96.9 Star FM**

Covers the Goulburn and Murray Valleys, from Shepparton to Seymour, Finley to Benalla and Rochester to Wangaratta.

Targets 18 – 39 year olds featuring the latest music, celebrity news and Hamish and Andy in the Drive spot.

##### **95.3SR FM**

Covers the Goulburn and Murray Valleys, from Shepparton to Seymour, Finley to Benalla and Rochester to Wangaratta.

Targets 35 – 55 year olds. Breakfast with Locco focuses on what's happening in the community; keeping locals updated and informed.

#### **CONTACT:**

Kim O'Loughlin

Account Manager

Southern Cross Austereo

Phone: (03) 5831 3969

[Kim.OLoughlin@sca.com.au](mailto:Kim.OLoughlin@sca.com.au)

625 Wyndham Street, Shepparton, VIC, 3630

#### **North East Broadcasters: 3NE and Edge FM**

##### **1566AM 3NE**

Reaches North East Victoria and Southern New South Wales.

Solid gold hits targeting listeners aged 45 +

##### **102.1 Edge FM**

Reaches North East Victoria and Southern New South Wales.

A blend of new music with old favourites. Flashback Friday features hits from the 70's, 80's and 90's.

#### **CONTACT:**

Joel Manfield

Advertising Consultant

102.1 Edge FM and 1566 3NE AM

[joel@edgefm.com.au](mailto:joel@edgefm.com.au)

Phone: (03) 5722 1566

Mobile: 0432 495 552

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## **TELEVISION ADVERTISING**

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Please liaise with the station directly regarding television advertising.

### **WIN Television Shepparton**

30 second commercial (6am to 9am) \$150 + GST.

Production costs start from \$500\*.

*\*Costs are subject to change*

### **CONTACT:**

Emily Kalafatis

Advertising Sales Executive

WIN Television

225 Corio Street, Shepparton, VIC

**T:** (03) 5823 3699      0455 154 159

**E:** [kalafatis@winvic.com.au](mailto:kalafatis@winvic.com.au)

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## ADVERTISING AT THE BENALLA CINEMA

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### Static Slide Advertisement - \$25 per week

1 x static 6 second slide featuring your imagery and branding will be screened with the film previews.

Shown a minimum of 7 times per week; more over peak screenings and school holiday periods.

**10% discount applies if you select both the static slide and digital advertisement.**

*\*(NB: Slide advertisements are to be provided by the hirer for conversion).*

- Yes, I want a Slide Advertisement to screen at the Benalla Cinema
- I want the ad to run for \_\_\_\_\_ weeks
- I will supply the slide as a PDF or a Powerpoint file

Total cost: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/ 2016

### Digital Advertisement - \$50 per week

1 x 30 second digital ad (supplied in MP4 format) will be screened with the film previews. This ad will differentiate your business from your competitors and will be displayed on a high resolution digital screen before a captive, local audience.

**10% discount applies if you select both the static slide and digital advertisement.**

*\*(NB: Video advertisements are to be provided by the hirer for conversion).*

- Yes, I want a Digital Advertisement to be screened at the Benalla Cinema
- I want the ad to run for \_\_\_\_\_ weeks
- I will supply the 30 second ad as an MP4 file

Total cost: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/ 2016

## **PRESS ADVERTISING**

### **Benalla Ensign**

The *Benalla Ensign* comes out every Wednesday and is distributed to Benalla, Violet Town, Swanpool, Mansfield, Glenrowan, and Wangaratta.

### **Shepparton News**

The *Shepparton News* is a daily newspaper servicing the Greater Shepparton area which includes Benalla, Seymour, Yarrawonga, Cobram and Tocumwal.

Please liaise with the paper directly regarding print advertising.

#### **Contact:**

Issie Hill  
Advertising Consultant  
Benalla Ensign  
McPherson Media Group  
3/55 Carrier Street, Benalla, VIC  
T: (03) 5762 4444  
E: [advertise@benallaensign.com.au](mailto:advertise@benallaensign.com.au)

### **Euroa Gazette**

The *Euroa Gazette* comes out every Wednesday and is distributed to Euroa, Violet Town and Longwood.

### **Mansfield Courier**

The *Mansfield Courier* comes out every Wednesday and is distributed to Mansfield, Boonie Doon, Tatong and Mount Buller.

Please liaise with the paper directly regarding print advertising.

#### **Contact:**

Lorraine Millard  
Advertising / Administration  
Euroa Gazette  
North East Media Pty Ltd  
45-47 Railway Street, Euroa, VIC 3666  
T: (03) 5795 3041  
E: [gazetteclassifieds@nemedial.com.au](mailto:gazetteclassifieds@nemedial.com.au)

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**For any other advertising questions or requirements please  
contact the BPACC Box Office on (03) 5762 5515 or email  
[bpacc@benalla.vic.gov.au](mailto:bpacc@benalla.vic.gov.au)**