



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

Please provide a 50-100 word blurb and suitable image (jpg) (300dpi, minimum 2 meg) for inclusion on 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

W: 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

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

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

Phone: (03) 5722 1566

Mobile: 0432 495 552

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TELEVISION ADVERTISING

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: kalafatise@winvic.com.au

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ADVERTISING AT THE BENALLA CINEMA

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

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@nedia.com.au

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