

jetty theatre

Jetty Theatre Marketing for Your Show

Once your venue hire booking is finalised, Jetty Theatre offers a range of marketing activities to provide you with regional exposure to boost your ticket sales.

MARKETING INCLUDED WITH YOUR BOOKING

As part of your booking, we undertake the following marketing activities for your show:

1. Create a sales page on www.jettytheatre.com specifically for your show
2. Add an image and details of your show to our Homepage image slider
3. Create an event listing on Jetty Theatre Facebook page
<https://www.facebook.com/jettymemorialtheatre/>
4. Add your show and details to our Theatre Foyer Screens
5. Set up the ticketing system for your show and link to your show's sales page on our website

In order for us to undertake the above marketing for your show **please provide the following:**

IMAGES	DIMENSIONS (PX)
Website Sales Page	1000(w) x 720(h)
Ticketing Image	800(w) x 600 (h)
Website Home Page Slider	1920(w) x 600(h)
Theatre Foyer Screens	1080(w) x 1920(h)
Facebook Event Cover Image	1920(w) x 1005(h)
Harbour Drive Digital Screen	2400(w) x 900(h)
COPY	
50 Word grab	Social media and website
300-400 word show description (for use on website sales page)	Dedicated website sales page, print media and editorial

Please provide in High Resolution JPG or PNG file types and RGB colour mode.

If you have any further marketing material such as video, additional images or information, please also include.

Jetty Theatre Website www.jettytheatre.com

With approximately 50,000 visitors to the site each year, our website offers one of the best avenues to target the local audience. Online ticketing accounts for 76% of all ticket sales.

Social Media Marketing

With almost 4,900 followers on Facebook and 1,300 on Instagram, Jetty Theatre social media pages are another great avenue for promotion. We'll set up your show as an event on our Facebook page. We also encourage you to share images and show related posts that we can use on our pages to further promote your show.

E-Newsletter

With over 11,500 subscribers, you might also like to consider a targeted newsletter, specific to your show as part of your marketing campaign (see costs on next page).

ADDITIONAL MARKETING SERVICES

Jetty Theatre offers additional marketing services to promote your show and give you the best opportunity to target your audience. Choose from the following marketing activities to boost your exposure and let the Jetty Theatre team get them sorted for you.

Please note that a requirement of your commercial hire is that any marketing you undertake must include our logo and branded footer on all print collateral. We will supply you with these branded templates once the hiring agreement is confirmed. Please contact our Marketing Officer if you require any assistance using these templates.

POSTERS	PRICE
High Exposure Large posters B0 and A1 (Displayed on the side of the Theatre and pavement sandwich boards. Please provide A3 digital version)	\$125
B0 only	\$87
A1 only	\$38
A3 only (colour print)	\$1.50
A4 only (colour print)	75c
DL flyer	\$150 for 200 \$230 for 500
BROCHURE	
Jetty Theatre Season Brochure- subject to availability (artwork required by mid-November) Inclusion in the theatre's annual season brochure with a double page spread. Distribution of 5000.	\$350
FLYER & POSTER DISTRIBUTION	
Coffs Harbour CBD and Jetty area (4 hours) Please provide 40-45 posters (a combination of A3 & A4) and 500 flyers	\$280
Coffs Harbour area and Sawtell (6 hours) Please provide 40-45 posters (a combination of A3 & A4) and 500 flyers	\$420
Coffs Harbour area, Sawtell, Bellingen and Woolgoolga (12 hours) Please provide 60-70 posters (a combination of A3 & A4) and 800 flyers	\$840

EMAIL MARKETING	
Targeted and exclusive EDM of your show to over 11,500 Jetty Theatre newsletter subscribers. (Subject to schedule availability)	\$350
CINEMA HOLDING SLIDE	
Static promotional holding slide to be shown during our fortnightly Jetty Flicks screening (On rotation 30 mins prior to film screening.)	\$80 (for two screenings)
OTHER	
Chat to us about other marketing and copywriting services	\$80 per hour

Posters

Our Theatre poster boards are large BO sized posters providing high exposure along the popular Harbour Drive frontage. They've become as much a part of the institution as the theatre itself, with locals and visitors seeking them out on their drive past.

Jetty Theatre Season Brochure

Our annual Season Program is a high quality, full colour brochure with a distribution of 5,000 throughout the Coffs Coast region. The brochure is also able to be viewed on the Jetty Theatre website.

Flyer and Poster Distribution

Jetty Theatre offers a poster and flyer distribution service. Targeting key locations such as shopping centres, libraries, businesses and schools in Coffs Harbour and surrounding areas.

Banners

Provide us with a free standing banner of your show and we'll happily display it in the Theatre Foyer at no charge. Limit of one banner per show. Maximum of two banners displayed at any one time. Banners displayed in order of next presented shows.

If you'd like to promote your show or performance through other media in the Coffs Harbour area, the following media contacts and promotion activities may be helpful:

MEDIA CONTACTS

Print	Contact	Email
Focus Magazine	Sam Dawson	sam@focusmag.com.au
Bellbottom Magazine	Ben Eckersley	info@bellbottom.com.au
Harbour Magazine	Ben Eckersley	info@bellbottom.com.au
News of the Area	Sandra Moon Dave Tune	sandra@news-of-the-area.com.au tuney22@gmail.com
TV		
Southern Cross Australere	Scott Nicholls	scott.nicholls@sca.com.au
Channel Nine	Alison Paul	apaul@nine.com.au
Radio		
Southern TripleM/HIT	Kathryn Halliwell	Kathryn.Halliwell@sca.com.au
CHYFM	Angie Vaughan	info@chyfm.org.au
2 Air FM	Community radio	
2 Triple B	Bellingen Radio	kyeruigrok@hotmail.com
ABC Radio	Luke Ryan	ryan.luke@abc.net.au Poole.Fiona@abc.net.au
ABC Radio (Sat mornings)	Bill Wedgewood	Wedgewood.Bill@abc.net.au
Event listings		
Coffs Coast events	https://www.coffscost.com.au/submit-a-directory-listing/	
Arts Mid North Coast	https://artsmidnorthcoast.com/	
Coast Beat	https://coastbeat.com.au/	

Get in touch for more information or to book marketing services for your show:

Marketing Officer

Anna Scharf

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