



GLADSTONE ENTERTAINMENT  
CONVENTION CENTRE

**Connect. Create. Celebrate.**



**MARKETING**

**SERVICES**

# WELCOME TO

## Gladstone Entertainment Convention Centre

As a valued presenter at our venue we are delighted to offer our marketing services to your event and help you connect with the right audience.

Located in the Gladstone CBD, the GECC is the centre point of the city's entertainment precinct.

Our team of marketing and event experts can take promotion of your event to the next level by driving and/or supporting your campaign in the Gladstone market.

We encourage you to consider all options outlined in this document (subject to availability) so we can support you to make your event every success!

Our Event Coordinator and Marketing team work closely together and would be happy to provide additional advice and tailored plans where required.

For further details, please contact our GECC Marketing team on 07 4972 2822.

**“The best marketing strategies come from a strong understanding of the local market - so let us build you**

**BESPOKE**

**CAMPAIGNS**

**to achieve optimal results”**

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## Essential Content Overview

Please provide all essential content for your event as soon as possible or at least 10 days prior to any event announcement / pre sale or on sale date.

- Hero Image (No Text) .jpg format
- Event Statement (Approx. 100 Words)
- Hero Statement / Quote (1 Sentence)
- Variety of Social Media images/videos

If printing Marketing Collateral, ensure the correct ticketing information is included:

Gladstone Entertainment Convention Centre  
[www.gladstoneentertainment.com](http://www.gladstoneentertainment.com)  
Box Office 07 4972 2822

### Every ticketed event will receive:

- A dedicated event page on our website
- A Facebook Event (or will accept Co-Host Invite)
- An on sale EDM
- Venue distribution of D/L flyer's or season brochures
- A3 poster distribution throughout venue. Print ready artwork to be emailed.
- Use of the 2 LED screens and Internal Digital Screens

### Please deliver all print collateral to:

Gladstone Entertainment  
Convention Centre  
Att: Marketing  
56 Goondoon Street  
Gladstone Q 4680



# DIGITAL

## Facebook

We use Facebook to showcase our brand and programming with engaging and informative content, always user-centric.

We love to share video content as its' more engaging to our followers, however a variety of eye catching still images can be just as effective.

### Facebook Content Plan

- Total Investment: \$300 (2 Weeks) \$450 (4 Weeks)
- GECC will provide Content plan
- A minimum of 2 posts per week
- Complete management of Facebook schedule

### Extras

Facebook Cover Image on GECC Facebook page \$200 (4 weeks)  
Facebook Spend (boosted post) minimum spend \$50

## Electronic Direct Mail (EDM)

Connect to a full database of over 6,000+ patrons or to specified audience segments.

- On Sale EDM (complimentary) when ticketed through GECC
- E'Blast to all Patrons \$350
- Inclusions in monthly "What's On Newsletter" \$200



@ Gladstone Entertainment  
Convention Centre

10,000+  
Followers



@ liveatgecc

# Digital Screens

## Why use Digital Screens for your advertising?

### Effective Display

LED Screens are the most effective outdoor advertising medium with full colour high impact and engaging digital displays.

### Versatility

Can play both muted vision and still slides. Flexibility to advertise multiple versions and content can change quickly as required.

### Eye Catching

Large digital displays located in Gladstone CBD Goondoon Street, situated in front of the busy Lightbox Espresso and Wine Bar and Gladstone Library, these screens are subject to a high level of foot and road traffic, with 24/7 exposure.

GECC offers  
the use of  
**2** external  
Digital Screens  
and  
**10** Internal  
Digital Screens

## LED Screen and Internal Digital Screen

**External Business Advertising: Use of External Screens**

**Event Advertising: Use of Internal and External Screens**

Prices per month	Per event	1 Month	3 Months	6 Months	12 Months
LED Screen - Still Image		\$320	\$288	\$272	\$256
LED Screen - Vision (Muted)		\$400	\$370	\$350	\$300
Internal Digital Screens	\$50	\$200			





# PRINT

Type	Location within Venue	Price (each)
Corflute Pylon Wrap	Venue Courtyard	\$ 300
Single Door Decal	Venue	\$ 700
Double Door Decal	Venue	\$ 850
Hanging Banner	Merchandise Desk	\$ 200
A0 Poster	Bathroom and Venue Walls	\$ 100
A-Frame Corflute	Venue courtyard	\$ 40

\*\*Space and installation times subject to availability

\*\* Installation based on maximum 4 months

## Other Services

Print and erection of Corflutes to high traffic areas around the Gladstone Region

\$50ea

DL Seat Drop

\$120 per event

\*\*Space and installation times subject to availability



# Print Specs

## When providing documents for GECC to coordinate print please ensure:

- File Type: Press quality PDF
- Bleed: Minimum 5mm
- Safe zones: See individual templates
- Colourspace: CMYK Only
- Fonts are to be converted to outlines
- Transparencies are to be flattened
- Files should be provided at 100% scale
- Images used should be a minimum of 150dpi at scale

Type	Size
LED Screen and Internal Digital Screens	1920px (w) x 1080px (h)
Corflute Pylon Wrap	Template supplied on request
Door Decal	Template supplied on request
Hanging Banner	1000mm (w) x 1300mm (h)
AO Poster	841mm (w) x 1189mm (h)
A-Frame Corflute	600mm (w) x 900mm (h)



# Media Contacts

## MEDIA PRODUCTION

### Elevate Media

Romy Bowden  
Email: [marketing@elevate.net.au](mailto:marketing@elevate.net.au)  
Phone: 07 4972 7648

### Cooper McKenzie Marketing

Natalie Cooper  
Email: [nat@coopermckenzie.com.au](mailto:nat@coopermckenzie.com.au)  
Phone: 1300 305 295

## PRINT

### Gladstone News

Dacia Stewart  
Email: [news@gladstonenews.com.au](mailto:news@gladstonenews.com.au)  
Phone: 07 4972 7648 or 0481 346 397

### CQ Today and Gladstone Today

Cheryl Altouvas  
Email: [cheryl.altouvas@todaygladstone.com.au](mailto:cheryl.altouvas@todaygladstone.com.au)  
Phone: 0425 600 098

## TELEVISION

### 9 and 10 Network

Matthew Cox  
Email: [Matthew.Cox@sca.com.au](mailto:Matthew.Cox@sca.com.au)  
Phone: 07 4923 5312

### 7 Network

Wendy Houston  
Email: [whouston@seven.com.au](mailto:whouston@seven.com.au)  
Phone: 0439 762 109

## RADIO

### Hit FM & Triple M

Kelly Boase  
Email: [kelly.boase@sca.com.au](mailto:kelly.boase@sca.com.au)  
Phone: 07 4899 2721

### 4CC + 4Ro & KIX COUNTRY

Barry Hamilton  
Email: [BarryHamilton@arn.com.au](mailto:BarryHamilton@arn.com.au)  
Phone: 07 4972 2700 or 0422 563 661

Kyle Weekes  
Email: [kyleweekes@arn.com.au](mailto:kyleweekes@arn.com.au)  
Phone: 07 4970 0300

Subject to change. Correct as at 6 March, 2023



GLADSTONE  
ENTERTAINMENT  
CONVENTION CENTRE

**Let us help you achieve your sales target!**

If assistance is needed with buying TV, Radio or Press, we can help manage this for you.

We charge 12% of total spend to manage all aspects of the buy.

Please contact our Marketing team to talk about options.





GLADSTONE  
ENTERTAINMENT  
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FOLLOW US YOUR WAY

Box Office (07) 4972 2822  
[www.gladstoneentertainment.com](http://www.gladstoneentertainment.com)  
56 Goonoon Street, Gladstone Qld 4680

