



GLADSTONE ENTERTAINMENT  
CONVENTION CENTRE

**Connect. Create. Celebrate.**



**MARKETING**

**SERVICES**



## **Welcome to Gladstone Entertainment Convention Centre!**

**Central Queensland's premium and only fully integrated convention and entertainment venue.**

**Here you'll find the perfect space for collaboration, celebration, learning and innovation for your next event.**

Sometimes all you need is a little helping hand – cue our experts. Our team of marketing and event experts can take promotion of your event to the next level by driving and supporting your campaign in the Gladstone market. Nothing drives strong ticket sales like marketing that connects with the right audience. Our experienced team combines marketing proficiency with genuine local knowledge to create carefully tailored campaigns that target your ideal demographic, build awareness around your event and boost ticket sales.

We specialise in all things digital and traditional advertising, including venue signage, social media, EDMs and more!

**The best marketing strategies come from a strong understanding of the local market - so let us build you BESPOKE CAMPAIGNS to achieve optimal results!**



# 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, please ensure the correct ticketing information is included:

**Gladstone Entertainment Convention Centre**  
**www.gladstoneentertainment.com**  
**Box Office 07 4972 2822**

## Complementary to every event that is ticketed through GECC:

- A dedicated event page on our website
- A Facebook Event (or will accept Co-Host Invite)
- Inclusion in venue 'What's On' poster (subject to on sale date)
- Venue distribution of DL flyer's
- A3 poster distribution throughout venue. Print ready artwork to be emailed
- Use of the two LED screens and Internal Digital Screens.



**Please deliver all print collateral to:**  
**Gladstone Entertainment Convention Centre**  
**Att: Marketing**  
**56 Goondoon Street**  
**Gladstone Qld 4680**





# DIGITAL

## Social Media

Let's get social...

Join the conversation with useful and enjoyable real-time engagement. We use a combination of Facebook and Instagram marketing to showcase our brand and programming. Social Media Content Plan.

### Let's Get Social - Bronze Package \$416

Inclusions:

- 2 posts per week for 2 weeks. Posts will be shared to both the GECC Facebook page and the shows Facebook event
- GECC to provide content plan for approval
- Complete management of scheduling.

### Let's Get Social - Silver Package \$520

Inclusions:

- 2 posts per week for 4 weeks. Posts will be shared to both the GECC Facebook page and the shows Facebook event
- Up to 2 stories shared on Facebook and Instagram
- GECC to provide content plan for approval
- Complete management of scheduling.

### Let's Get Social - Gold Package \$624

Inclusions:

- 2 posts per week for 2 weeks. Posts will be shared to GECC's Facebook, Instagram page and the event page
- Up to 4 stories shared on Facebook and Instagram
- GECC to provide content plan for approval
- Complete management of scheduling.

Campaign artwork and imagery to be supplied by the client.

### Extras

Facebook cover image on GECC Facebook page (max 4 weeks) \$210

Facebook sponsored post (minimum spend \$50) cost + 12%



**@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 City Library, these screens are subject to a high level of foot and road traffic, with 24/7 exposure.

## Electronic Direct Mail (EDM)

We create highly effective email campaigns to drive more engagement, leads and sales to your event. Connect to a full database of more than 6,000+ patrons or to a specified audience segment.

- E'Blast to all Patrons \$385
- Targeted EDM \$385.

## LED Screen and Internal Digital Screen

### External Business Advertising:

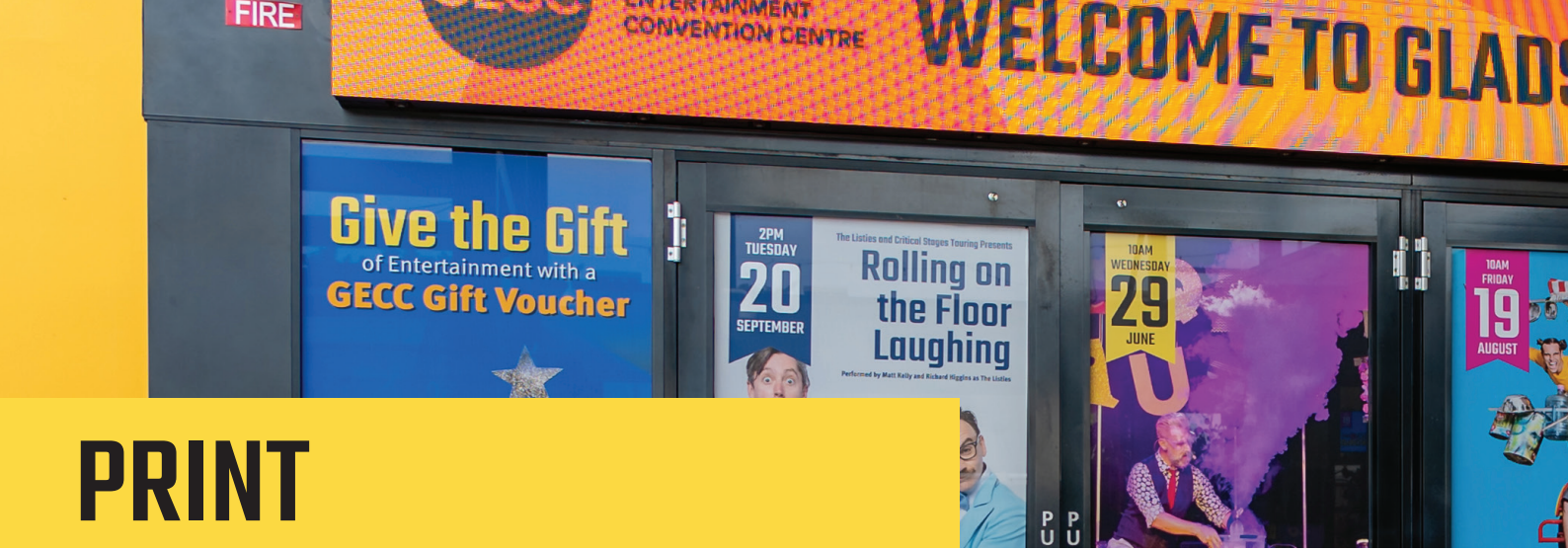
Use of External Digital Screens

### Event Advertising:

Use of Internal and External Digital Screens

Prices per month	1 Month	3 Months	6 Months	12 Months
LED Screen - Still Image	\$349	\$314	\$297	\$280
LED Screen - Vision (Muted)*	\$437	\$404	\$383	\$328
Internal Digital Screens	\$210	-	-	-

\*Vision LED Screens to be a maximum of 15 seconds in duration.



# PRINT

Type	Location within Venue	Price (each)
Single Door Decal	Venue	\$764
Hero Entrance Decal	Venue Entry	\$POA*
External Window Decal	Venue Courtyard	\$POA*
Hanging Banner	Merchandise Desk	\$218
Ao Poster	Venue Walls	\$156
Corflute Pylon Wrap	Venue Courtyard	\$322
A-Frame Corflute	Venue Courtyard	\$40

Space and installation times are subject to availability. Pricing is based on a maximum of four months.  
 \* Price on application + 12%

## Other Services

### Corflute distribution \$848

This includes the print and installation of up to 8 (900x600) corflutes to high traffic areas in the Gladstone Region. Artwork is to be supplied print ready.

Space and installation times are subject to availability. Pricing is based on a maximum of four months.

### D/L seat drop \$130 per event

## Print Specs

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

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

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

# GLADSTONE ENTERTAINMENT CONVENTION CENTRE



## MEDIA CONTACTS

### Media Production

#### Elevate Media

Ashleigh Kvitko

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

### 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

### 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

### News

#### Gladstone News

Ashleigh Kvitko

Email: [news@gladstonenews.com.au](mailto:news@gladstonenews.com.au)

Phone: 07 4972 7648

#### CQ Today and Gladstone Today

Cheryl Altouvas

Email: [cheryl.altouvas@todaygladstone.com.au](mailto:cheryl.altouvas@todaygladstone.com.au)

Phone: 0425 600 098

Subject to change. Correct as at 1 July, 2024





No Alcohol  
or Glass  
Beyond  
This Point

NO  
SKATEBOARDING

BOOK NOW BOOK NOW BOOK NOW



7.30PM  
SATURDAY  
7 MAY

THE ULTIMATE COMEDY ROAD



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