

Marketing Guide for Hirers



COUNTRY
ARTS
SA

Marketing channels

Website

Your event will be included on the Country Arts SA website free of charge.

Email Marketing

You can book email marketing with Country Arts SA with our [online booking form here](#).

Social Media

We offer paid advertising packages across Facebook and Instagram for each our venues. For pricing please refer to our online booking form for all costs associated.

We request all promoters to create a Facebook Event for each performance and invite venues to co-host so our followers can see your event.

Australian Tourism Data Warehouse (ATDW)

ATDW is a national platform for digital tourism data and helps provide a event listing to the South Australian Tourism Commission. We advise that you look at listing your event through ATDW.

Find out more about ATDW here: atdw.com.au

Advertising in our Arts Centres

If a promotional video is provided, we can display it on our foyer screens free of charge.

Please note in some venues audio is unavailable, therefore you may want to include subtitles.

Posters, flyers and banners can be displayed in the Arts Centre foyer to advertise your event. Please contact the Arts Centre manager to discuss your options.

Our venues have access to poster boards that can be used to display marketing content for commercial shows. Please refer to the specific requirements below for each Arts Centre:

- **Chaffey Theatre**
Internal Lighting Box - One Sheet Size 685.8mm x 1016mm
- **Hopgood Theatre**
Outside Facing - 680mm x 1045mm (template available on request)
- **Middleback Arts Centre**
Internal Lighting Box - One Sheet Size 685.8mm x 1016mm
- **Northern Festival Centre**
Internal Lighting Box - One Sheet Size 685.8mm x 1016mm
- **Sir Robert Helpmann Theatre**
Outside Poster Board - A2 Size 420mm x 594mm

Cinema Advertising

You can purchase cinema advertising with Country Arts SA with our [online booking form here](#). To discuss details further please contact the venue directly.

Specs for slide/still and video advertising:

- **Chaffey Theatre / Northern Festival Centre**
Stills - \$180 / Motion \$350 - minimum 8 viewings
- **Middleback Arts Centre - First Release**
Stills - \$220 / Motion \$600 – up to 6 weeks prior

Direct Mail

Direct mail is an effective way of selling tickets. We can coordinate an exclusive mail out for you from our extensive database. You will need to have your flyers ready no less than six weeks prior to your event.

Please ensure to select this option in the [online booking form here](#).

Poster and Flyer Distribution

We can arrange for posters to be distributed to local businesses for an additional cost. Posters and flyers will be displayed in the theatre foyer at no charge.

Please ensure to select this option in the [online booking form here](#).

Digital Billboard Advertising - Mount Gambier only

Country Arts SA have access to advertising space on a new digital billboard situated in the heart of the CBD in Mount Gambier. Great visibility to car and foot traffic that looks great during the day and night. This new ad space is cost effective way to make a big impact in the community.

Dates are limited and advanced booking is recommended with our [online booking form here](#).

Traditional Advertising

Country Arts SA Arts Centre cannot organise TV, Radio or Press advertising on your behalf as we are bound by the Master Media Scheme (a South Australian Government Initiative).

Please refer to a list of local Media contacts on pages 5-7 to book your advertising direct.

Arts Centre contact details

Business name and booking details

Each Arts Centre should always be referred to by their full business names:

- Chaffey Theatre
- Hopgood Theatre
- Middleback Arts Centre
- Northern Festival Centre
- Sir Robert Helpmann Theatre

Please ensure you include our website, countryarts.org.au with all booking details.

Contact and delivery information

All materials being distributed by the Arts Centres should be delivered to the addresses below:

Chaffey Theatre

via Seventeenth Street (PO Box 666)
Renmark SA 5341

Manager: Sharlene Goodman
Phone: 0401 126 071

Hopgood Theatre

Ramsay Place (PO Box 747)
Noarlunga Centre SA 5168

Manager: Sussan Baldwin
Phone: 0401 126 077

Middleback Arts Centre

141a Nicolson Avenue (PO Box 640)
Whyalla Norrie SA 5608

Manager: Sussan Baldwin
Phone: 0401 126 077

Northern Festival Centre

106 Gertrude Street (PO Box 629)
Port Pirie SA 5540

Manager: Sussan Baldwin
Phone: 0401 126 077

Sir Robert Helpmann Theatre

10 Watson Terrace (PO Box 899)
Mount Gambier SA 5290

Manager: Frank Morello
Phone: 0401 125 897

Media information by region

To book your press, television and radio advertising, please use the contact details for local media agencies listed below.

| Mid North — Northern Festival Centre, Port Pirie | | |
|--|----------------|---|
| Press | | |
| The Port Pirie Recorder / The Flinders News | (08) 8633 9999 | Editorial: editorial@portpirierecorder.com.au Advertising: Brianna Woollatt brianna.woollatt@satoday.au |
| Radio | | |
| ABC North West (ABC Radio) <i>Interview Opportunity</i> | (08) 8638 4811 | Breakfast: mann.tom@abc.net.au Mornings: coe.angela@abc.net.au coad.ivy@abc.net.au drinkwater.kate@abc.net.au |
| Trax FM (Community Radio) | (08) 8633 2111 | secretary@traxfm.org.au |
| 5CS (Commercial radio) | (08) 8632 4044 | Reception@my5cs.com |
| Television | | |
| Southern Cross Austereo | 08 8080 2002 | Stacey.Ferguson@sca.com.au |

| North & West — Middleback Arts Centre, Whyalla | | |
|--|----------------|---|
| Press | | |
| Whyalla News | (08) 8644 9400 | Editorial: editorial@whyallanewsonline.com.au Advertising: Brianna Woollatt brianna.woollatt@satoday.au |
| Radio | | |
| ABC North West (ABC Radio) <i>Interview Opportunity</i> | (08) 8638 4811 | Breakfast: mann.tom@abc.net.au Mornings: coe.angela@abc.net.au coad.ivy@abc.net.au drinkwater.kate@abc.net.au |
| Television | | |
| Southern Cross Austereo | (08) 8640 3900 | scawhyalla@sca.com.au |

| South East — Sir Robert Helpmann Theatre, Mount Gambier | | |
|--|----------------|---|
| Press | | |
| The Border Watch | (08) 8741 8170 | Editor: Peter Gandolfi editorial@tbwtoday.com.au Advertising: advertising@tbwtoday.com.au |
| Naracoorte Herald | (08) 8762 2555 | editorial@naracoorteherald.com.au advertising@naracoorteherald.com.au |
| Naracoorte News | 0400 732 580 | Editor/Founder: Michael Waite editor@naracoortenews.com |
| South East Voice | (08) 8723 2911 | Editor: Lechelle Earl news@sevoice.com.au |
| Mount Gambier News (NewsLtd online) | | Journalist: Ari Ganesan ari.ganesan@news.com.au |
| Radio | | |
| ABC South east (ABC Radio) <i>Interview Opportunity</i> | (08) 8724 1011 | Mornings: green.selina@abc.net.au chave.rebecca@abc.net.au |
| Triple M (Commercial radio) & SAFM (Commercial radio) | (08) 8725 5155 | Cassandra.Wattleworth@sca.com.au |
| Television | | |
| WIN Television | (08) 8721 8888 | amym@winnetwork.com.au |

| Southern Metro — Hopgood Theatre, Noarlunga | | |
|---|----------------|---|
| Press | | |
| The Advertiser | | Arts Editor: Patrick McDonald patrick.mcdonald@news.com.au |
| InDaily | (08) 8224 1600 | Arts Editor: Suzie Keen skeen@solsticemedia.com.au |
| Southern Times Messenger | (08) 8384 4755 | |
| Victor Times | (08) 8528 8400 | editorial@victorharbortimes.com.au |
| Rip It Up | (08) 7129 1030 | editorial@ripitup.com.au |
| DB Magazine | (08) 8231 4218 | |
| Blaze | (08) 8223 7255 | ron.hughes@evomedia.com.au |
| Radio | | |
| Power FM | (08) 8532 4455 | contactus@powerfm.com.au |
| Television | | |
| Channel 10 | (08) 8225 1010 | |
| Channel 9 | (08) 8267 0111 | news@nws9.com.au |
| Channel 7 | (08) 8342 7777 | tips@7news.com.au |
| ABC | | news.tips@abc.com |

| Riverland — Chaffey Theatre, Renmark | | |
|---|---|---|
| Press | | |
| Murray Pioneer | (08) 8586 8000 | Editor: editor@murraypioneer.com.au Journalist: hugh.schuitmaker@murraypioneer.com.au Advertising: Glenda.Malinovski@murraypioneer.com.au |
| The Border Times (Pinaroo) | | deirdre@murraypioneer.com.au |
| Sunraysia Daily | (03) 5021 7147 | sub@sunraysiadaily.com.au |
| Mildura Weekly | (03) 5021 1777 | advertising@milduraweekly.com.au |
| Radio | | |
| ABC Riverland <i>Interview Opportunity</i> | (08) 8586 1300 | Mornings: stephens.matt@abc.net.au nitschke.stephanie@abc.net.au |
| Riverland Life FM – 100.7 FM | (08) 8371 5887 | email@riverlandlife.org.au |
| Riverland Radio Radio 5RM/Magic FM/Kix | (08) 8582 1800 0430 824 709 - (Sarah) | admin@5rm.com newsroom@5rm.com |
| Television | | |
| WIN Television | (08) 8580 8699 0418 839 743 | Advertising: Gail Campaign campaigning@winnetwork.com.au |

Commercial Hirer Marketing Terms & Conditions

General

1. Country Arts SA does not endorse the Commercial Hirer product, service, or company, nor any of the claims made by the advertisement.
2. Country Arts SA reserves the right to refuse requested marketing services or proposed changes to selected services. We will contact you once your request is submitted with what support we can offer.
3. Marketing requests must be submitted 14 working days before any marketing services are required. Requests will be assessed 5 to 10 business days after submission of the online form.
4. Marketing requests must be made through the online form [online booking form here](#).
5. Country Arts SA is indemnified against any claims for any loss or damage incurred by the advertiser.
6. For film screenings, Hirers are responsible for ensuring they are classified by the Office of Film and Literature or have been granted an exemption for Film Festivals and Community Screenings.
7. No marketing activities will be undertaken by Country Arts SA until there is a signed contractual agreement between the Hirer and Country Arts SA and a marketing request form has been submitted.

Materials

8. Country Arts SA does not take responsibility for any of the hirer's marketing materials.
9. Country Arts SA is indemnified against any copyright breaches by the commercial hirer. It is the hirer's responsibility to ensure they comply with copyright laws.
10. Any loss or damage of marketing materials and packaging is at the risk and cost of the hirer.
11. Any misprinting of materials is at the full cost and risk of the hirer.
12. Country Arts SA has the right to refuse display of any marketing materials deemed inappropriate or that do not adhere to the marketing guidelines and/or Country Arts SA's brand.
13. The correct venue/s address and booking contact details must be used on all printed material for your event. The details that must be included are in the included in each venue Marketing Guideline available [here](#).
14. Any materials containing ticket prices must have the wording 'Transaction Fees Apply'.
15. All marketing materials must be proofed by Country Arts SA prior to printing.
16. Warnings and classifications must be included in all marketing materials. Hirers are responsible for indicating any warnings around their event. For example, if performances contain haze, strobe lighting, loud noise, coarse language, nudity, etc.

Costs

17. The total marketing costs payable to Country Arts SA will be deducted from the final settlement for the performance. In some instances, full payment of marketing services provided will be required.
18. All prices listed in this agreement are GST exclusive. Prices quoted are per venue only.