



MARKETING SERVICES



Current as at 1 July 2019

All details correct at time of distribution. All details subject to change.



Ticketlink, operated by Cairns Regional Council, provides ticketing services for events held at Tanks Arts Centre, Munro Martin Parklands, Cairns Convention Centre, Rondo Theatre, Centre of Contemporary Arts and many other venues in Far North Queensland.

Ticketlink is a local alternative to national ticketing agencies and impersonal online packages. We provide genuine insight into the local market and, being locally based, offer an unmatched commitment to the local arts industry and the local community that supports it.

Contacts

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Rose Calvert | Sales and Publicity

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MARKETING CONTENT

You will be required to supply at least one event image for our website and signage.
STRICTLY NO TEXT ON WEBSITE EVENT IMAGES.

Provide all essential content for your event at least 10 working days before announcement / pre-sale / on-sale date.

| ESSENTIAL MARKETING CONTENT IMAGE SPECS <i>(STRICTLY NO TEXT)</i> | | | |
|---|-------------|-------------|-----------------------------|
| IMAGE USE | WIDTH | HEIGHT | FILE TYPE |
| Website Event Image | 690 pixels | 920 pixels | Pixels at 72dpi, RGB, .jpg |
| Internal digital poster | 1080 pixels | 1215 pixels | Pixels at 150dpi, RGB, .jpg |

Additional marketing content may be produced to promote a show. For costs involved please see page 9.

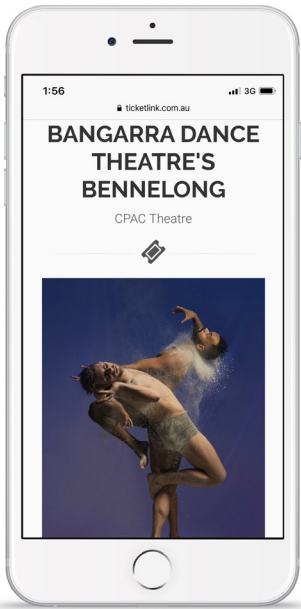
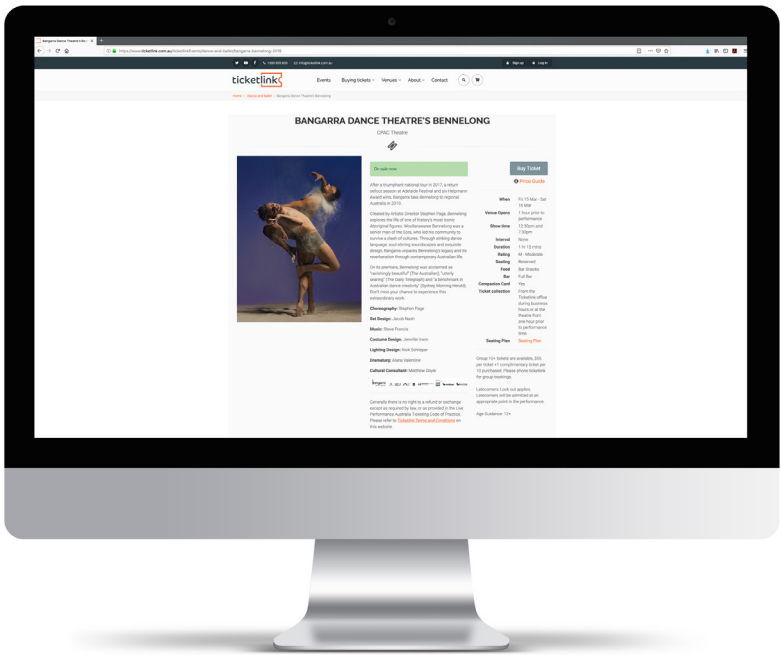
| ADDITIONAL MARKETING CONTENT IMAGE SPECS | | | |
|--|------------|------------|----------------------------|
| IMAGE USE | WIDTH | HEIGHT | FILE TYPE |
| Ticketlink EDM header | 600 pixels | 338 pixels | Pixels at 72dpi, RGB, .jpg |

WEBSITE

Every event will receive a dedicated event page on our website as illustrated below.

DESKTOP VIEW

EVENT IMAGE: 690 x 920 (pixels)
STRICTLY NO TEXT ON IMAGES



MOBILE VIEW

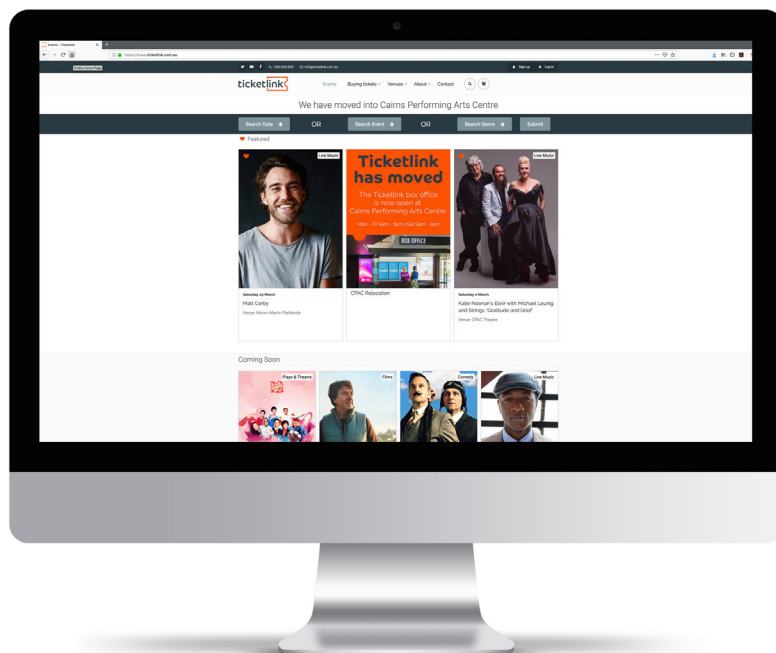
Automatically resized from event image

| TICKETLINK IMAGE SPECS (STRICTLY NO TEXT) | | | |
|---|------------|------------|----------------------------|
| ESSENTIAL CONTENT | WIDTH | HEIGHT | FILE TYPE |
| Website Event Image | 690 pixels | 920 pixels | Pixels at 72dpi, RGB, .jpg |

FEATURED WEBSITE EVENT

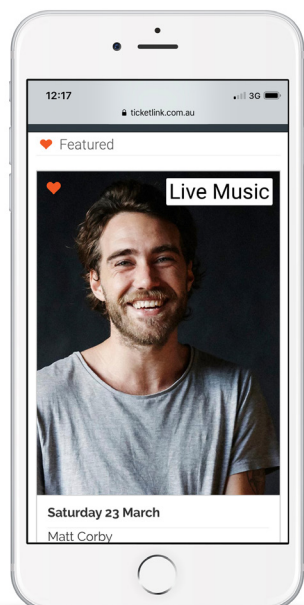
For a fee you may request to have your event featured on the Ticketlink website. Featured events are a 7 day booking , updated every Monday. Bookings are subject to availability.

DESKTOP VIEW



MOBILE VIEW

Featured events will appear first on a mobile.



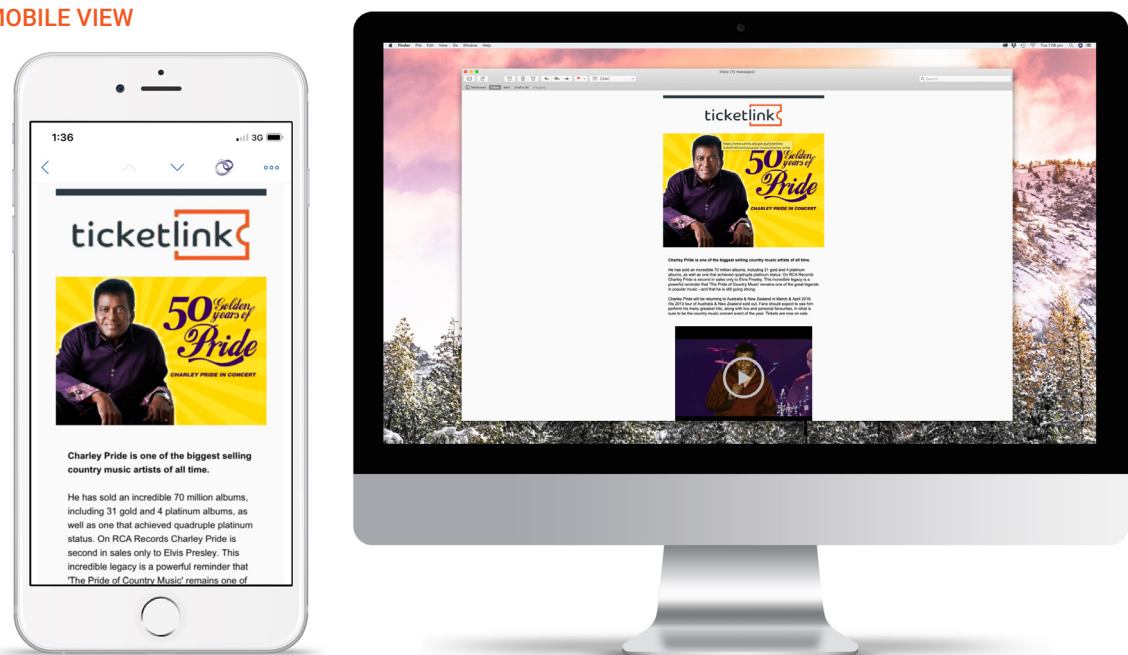
TICKETLINK IMAGE SPECS

The feature event utilises the existing Website Event Image. No new artwork is required.

TARGETED EDM

Ticketlink has a large database of customers who have attended an extensive range of events and performances from theatre, music, comedy and children's shows to sport, presentations, dinners and festivals. For an additional charge, Ticketlink can arrange to send an email to a targeted section of our database. For example, if you are holding a classical music event, we can target customers who have attended classical music events in the past.

DESKTOP & MOBILE VIEW



| TICKETLINK IMAGE SPECS | | |
|------------------------|---|----------------------------|
| ESSENTIAL CONTENT | DETAILS | FILE TYPE |
| EDM header | 600 pixels wide x 350-800 pixels high | Pixels at 72dpi, RGB, .jpg |
| Copy | 100-150 words. Ideally different to what is already on the CPAC website | Email or Word doc |
| EXTRA CONTENT | DETAILS | FILE TYPE |
| Video Files | | Vimeo or You Tube links |

FORTNIGHTLY EDM

Ticketlink endeavors to include as many of the events as possible in the complimentary fortnightly EDM, however to secure your place in these EDMs there is the option to purchase a 'Featured Event' banner at the top of the EDM. Availability is limited and must be booked in advance.

DESKTOP & MOBILE VIEW



| TICKETLINK IMAGE SPECS | | | |
|------------------------|------------|------------|----------------------------|
| ESSENTIAL CONTENT | WIDTH | HEIGHT | FILE TYPE |
| Featured Event Banner | 600 pixels | 338 pixels | Pixels at 72dpi, RGB, .jpg |

POSTERS

DIGITAL POSTERS

Located in the Ticketlink Box Office and provided as a complimentary marketing service, digital posters rotate on five screens throughout the box office open hours.



EXAMPLE DIGITAL POSTERS

| CAIRNS PERFORMING ARTS CENTRE IMAGE SPECS | | | |
|---|-------------|-------------|-----------------------------|
| ESSENTIAL CONTENT | WIDTH | HEIGHT | FILE TYPE |
| Internal digital poster | 1080 pixels | 1215 pixels | Pixels at 150dpi, RGB, .jpg |

PRINTED POSTERS

While there is no availability for printed promotional items to appear at the box office or in the CPAC foyer, CPAC does offer a poster distribution service. For a fee CPAC can arrange for posters promoting your event to be distributed throughout appropriate venues around Cairns and regional towns.

Cost: \$2.10 per poster (inclusive of GST)

Requirement: Approx. 50-100 A3 Posters

Please note: All posters must include the Ticketlink booking information and Ticketlink logo as per point 27, (page 9), of the CPAC Venue Hire agreement; the contractor shall ensure the following:

The Contractor shall, in all advertising or other promotional material that it creates, causes to be produced, controls or recommends, including advertising or promotional material for the event must include the following information: "Book through <Ticketlink logo> Phone 1300 855 835 or online at www.ticketlink.com.au

The link to the Ticketlink style guide and the download for the Ticketlink logo can be found via www.ticketlink.com.au on the 'Ticket Your Event' page under the heading 'Ticketlink Logo & Style Guide'.

COSTINGS

| COMPLIMENTARY MARKETING | |
|--|---|
| Ticketlink website listing | All complimentary marketing is designed in house. Please see page 3 for image specs. |
| Inclusions in Ticketlink fortnightly newsletter | |
| Box Office digital poster | |
| PAID MARKETING SERVICES | |
| Featured Website Event | \$110 |
| Targeted email distribution | \$311.80 |
| Fortnightly EDM Featured Event Banner | \$152.80 |
| Marketing staff | \$59 p/hr |
| NOTE: <ul style="list-style-type: none">• All marketing carried out by the hirer must include the Ticketlink logo and must be approved by Ticketlink marketing prior to print or production.• Ticketlink reserves the right to decline or request edits to all artwork that we deem unsuitable for the advertising space. | |

~ All prices inclusive of GST.

As part of our sustainability strategy Ticketlink will not be accepting pull ups, brochures or paper posters in the box office. Complimentary digital posters at the box office, will be designed in house.