



## Ticketlink Event Marketing Opportunities

### Marketing Your Event - No Additional Cost

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#### Ticketlink Logo

As per the ticketing agreement, 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 should include the following information:

"Book through  Phone 1300 855 835 or

Online at [www.ticketlink.com.au](http://www.ticketlink.com.au) and Ticketlink Agents"

The Ticketlink logo can be downloaded from the Ticketlink website for use in promotional material at [ticketlink.com.au/selling-tickets](http://ticketlink.com.au/selling-tickets). Please note the colour specifications and verbal and written treatments guidelines.

#### Ticketlink Website

If you are using Ticketlink to ticket your event, we will upload a dedicated event page for you on the Ticketlink website. Before this page can be published we will need an event synopsis and a high resolution image from you, (at least 1MB, no text).

We would appreciate a good quality image:

- 690px wide x 920px high

*Please note:* images specifications are subject to change.

#### Fortnightly EDM

Ticketlink sends out a fortnightly EDM (Email Direct Marketing) to our entire database of over 24,000 customers. This EDM includes upcoming events occurring in a two - four week period, selected at our discretion, from the distribution date of the EDM. Your event is guaranteed at least one (1) listing included in this EDM free of charge.

#### Other Digital and Social Media

All events are listed on [www.entertainmentcairns.com](http://www.entertainmentcairns.com) and across our social media networks at no additional charge. We encourage you to post your own content and 'tag' Ticketlink, (@ticketlink), this way we will receive a notification of your post and will be able to share this across our social channels.

Ticketlink Facebook page: [www.facebook.com/TicketlinkCairns](https://www.facebook.com/TicketlinkCairns)

#### Flyers

Ticketlink sells tickets a very large number of events and performances. A high percentage of these tickets are purchased online or over the telephone, and the tickets are mailed out to customers. If you provide Ticketlink with DL size flyers for your event, these flyers can be included with tickets that are mailed out for similar events.

#### Posters

Ticketlink can display a poster promoting your event in the Ticketlink box office.

#### Print Advertising

Ticketlink purchases a full page advert in the monthly magazine Cairns Life. Event listings are included at our discretion.



## Marketing Your Event – Additional Cost

### Target Marketing

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 a small additional charge, Ticketlink can arrange to send an email and/or letter or flyer 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.

Target Market Mailing: including envelope, insertion & postage	\$2.00 per envelope (inclusive of GST)
Targeted Email Distribution*	\$299.80 (inclusive of GST)

\*To preserve high open rates of our EDMs, Ticketlink limits the frequency of this service and encourages clients to provide fresh content if requesting multiple targeted EDMs.

### 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.

Entire database fortnightly email newsletter	\$150.00 (inclusive of GST)	600px wide x 250px high	RGB
Featured Event Banner**			

\*\*To ensure our fortnightly newsletter appears fresh repeat bookings of banners are limited to 1 per 3 newsletters.

It is recommended that the only text on image/artwork is title treatment, venue and date of show.

**Please note:** images specifications are subject to change.

### Posters

For a fee Ticketlink can arrange for posters promoting your event to be distributed throughout appropriate venues around Cairns and regional towns.

Per poster	\$2.00 (inclusive of GST)	Approx. 50-100 A3 Posters
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**Please note:** all posters must include the Ticketlink information as described above.

### Point of Sale TVs

Supplied video footage or a still image (trailers, TVC) can be loaded and continuously rolling on the display monitor at the Ticketlink box office, (no audio), offering patrons extra visual exposure to your show. The video can also be uploaded to the event page on the Ticketlink website.

Requirements: Supply video footage as MP4/WMV/MOV up to 60 seconds in length or one still image.

Point of Sale TV	\$75.00 (inclusive of GST)	1,920px wide x 1,080px high	RGB
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