



Eventfinda Media Kit

Newsletter, Mobile and Online
Advertising for Event
Promoters and Organisers

Eventfinda – Unmatched marketing reach

Take advantage of Eventfinda's massive marketing reach. The Eventfinda website and multiple newsletter options are the most cost-effective, engaging and quickest ways to reach Australia's huge entertainment audience.

Australia's #1

guide to events and live entertainment

200,000

active newsletter subscribers

4,500,000

newsletters sent monthly

450,000

monthly website visits

350,000

unique monthly visitors

1,300,000

monthly website & mobile page views

Source: Google Analytics

EVENT & LIVE ENTERTAINMENT MARKETING IN ALL CATEGORIES



Concerts & Gigs



Sports & Outdoors



Performing Arts



Exhibitions

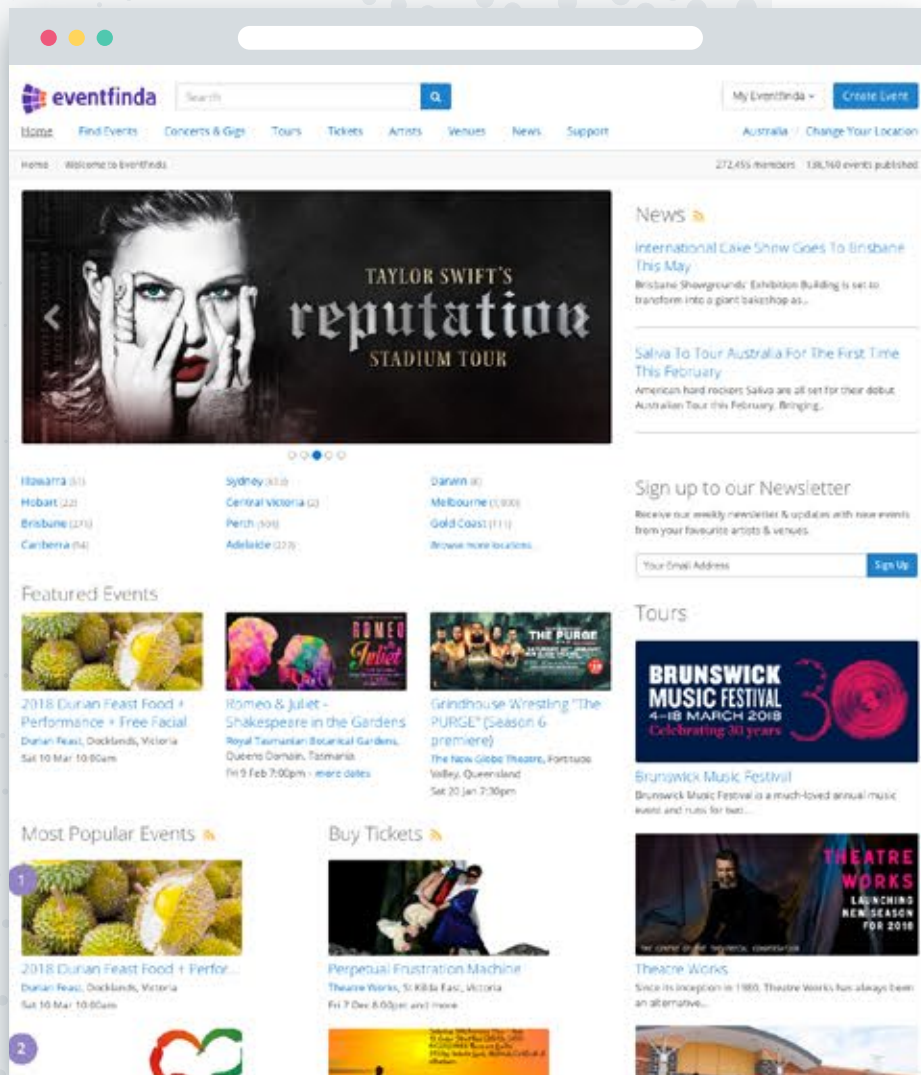


Festivals & Lifestyle



Workshops & Conferences





Cost-effective event advertising

With options available to promoters at a wide range of budgets, you can reach the Eventfinda audience on desktop, mobile, and through a range of newsletter options to get in front of the largest Australia entertainment audience... wherever they are.



Newsletter — Reach 200,000 entertainment fans with marketing solutions at a range of prices to suit every budget (sent weekly alternating between states - NSW and QLD then the following week SA, Vic and WA)



Regional Website & Mobile Targeting — Capture the attention of every viewer in a specific state on the Eventfinda desktop and mobile platform



Category Targeting — Target your audience by their area of interest... capture every page view in a specific category on the Eventfinda desktop and mobile platform



Mobile Marketing — Fully integrated with corresponding desktop promotions... with 50% of the audience on mobile, don't miss grabbing their attention where they're spending their time

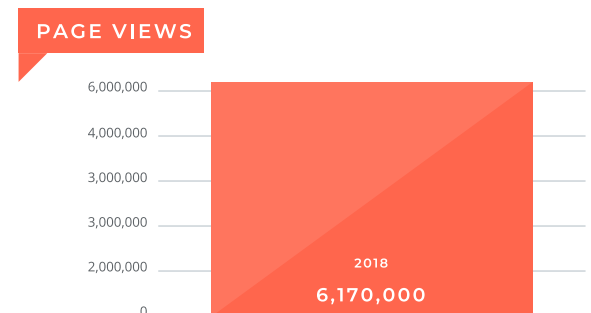
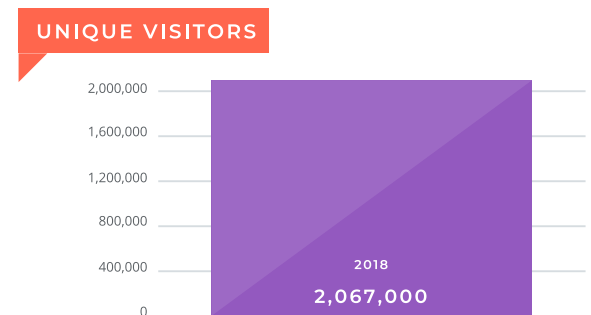
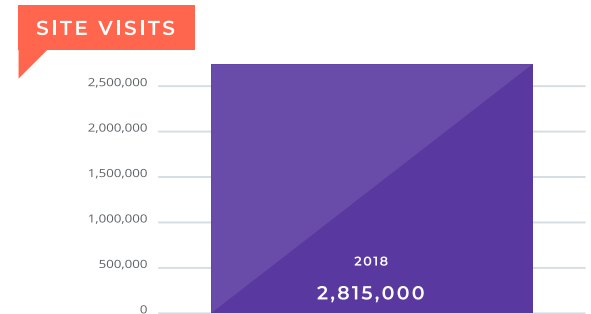
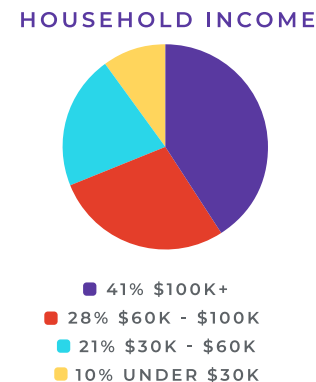
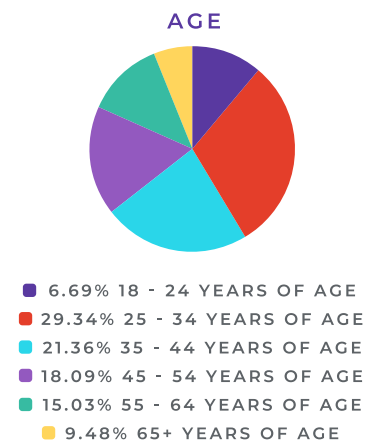
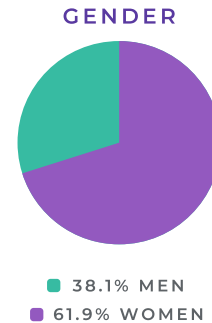


Multi-Platform Marketing — Integrate your website, mobile and newsletter placements for maximum promotional reach

Australia's biggest entertainment audience

The Eventfinda audience includes Australia's most socially engaged, active, entertainment-minded people. These entertainment fans rely on and trust Eventfinda for event discovery and ticket buying information.

- High average household income
- Concentrated in key cities and towns
- Entertainment & lifestyle focused
- Higher than average time spent on the internet
- Strong 50+ audience
- Heavy concentration in the 25 - 54 age range
- Using the internet as the primary research tool for purchases and entertainment discovery
- Higher than average engagement with social networks



State-specific targeted Roadblock banners

Target a state-specific audience by capturing every Eventfinda desktop and mobile page view in a specific state for a full week. Focus your message to the local audience... and link directly to your event, festival or ticketing site.



Target your promotion and grab the attention of the local audience viewing events in their state



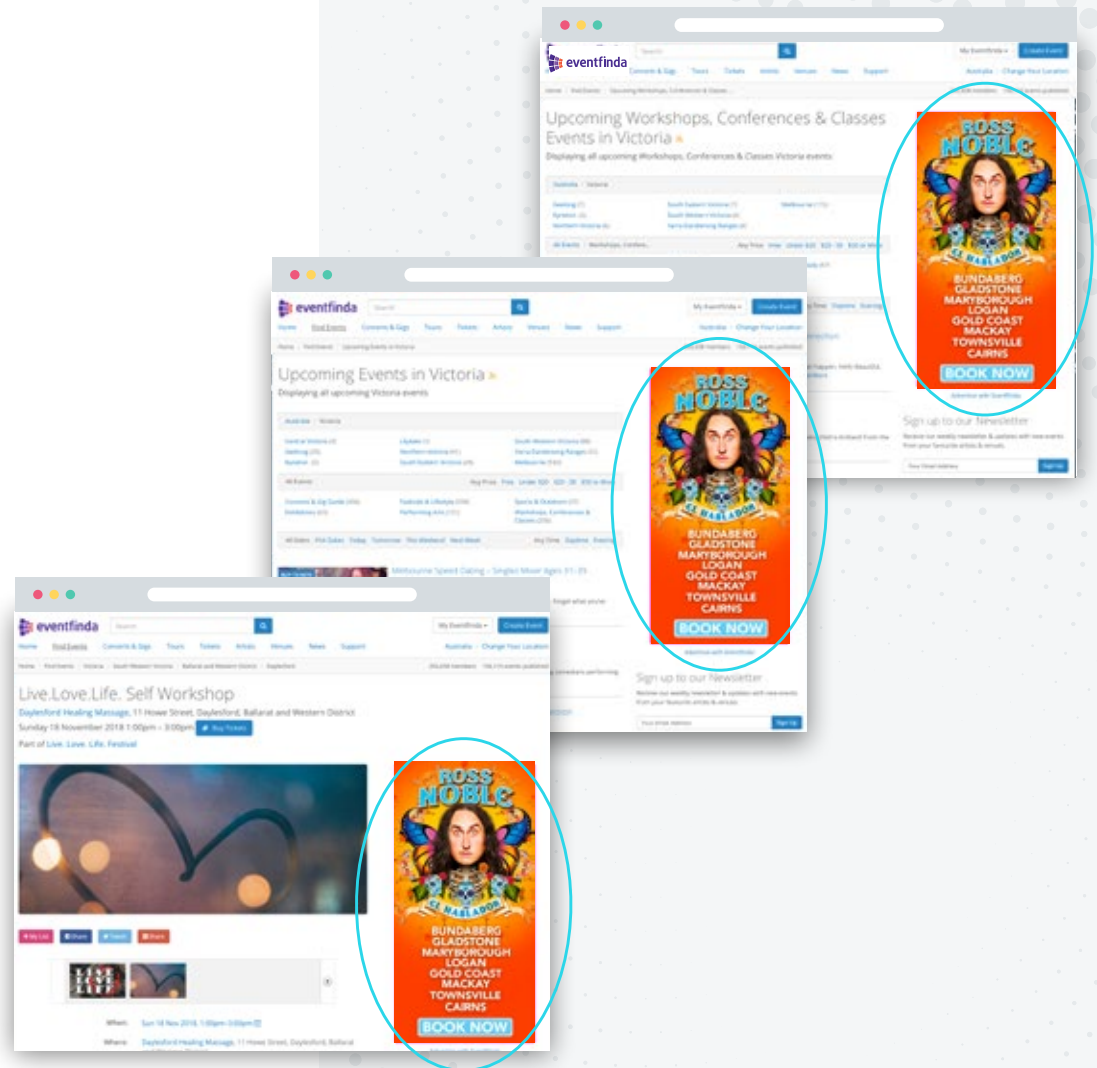
Targeted 300x600 banner placement on every Eventfinda desktop and mobile event and browse page in a specific state for a full week



Great for tours, seasons, festivals, or single events



Banner can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site



State-specific targeted Roadblock banners

Queensland \$400

New South Wales \$500

ACT \$250

Victoria \$500

South Australia \$400

Western Australia \$250

Northern Territory \$250

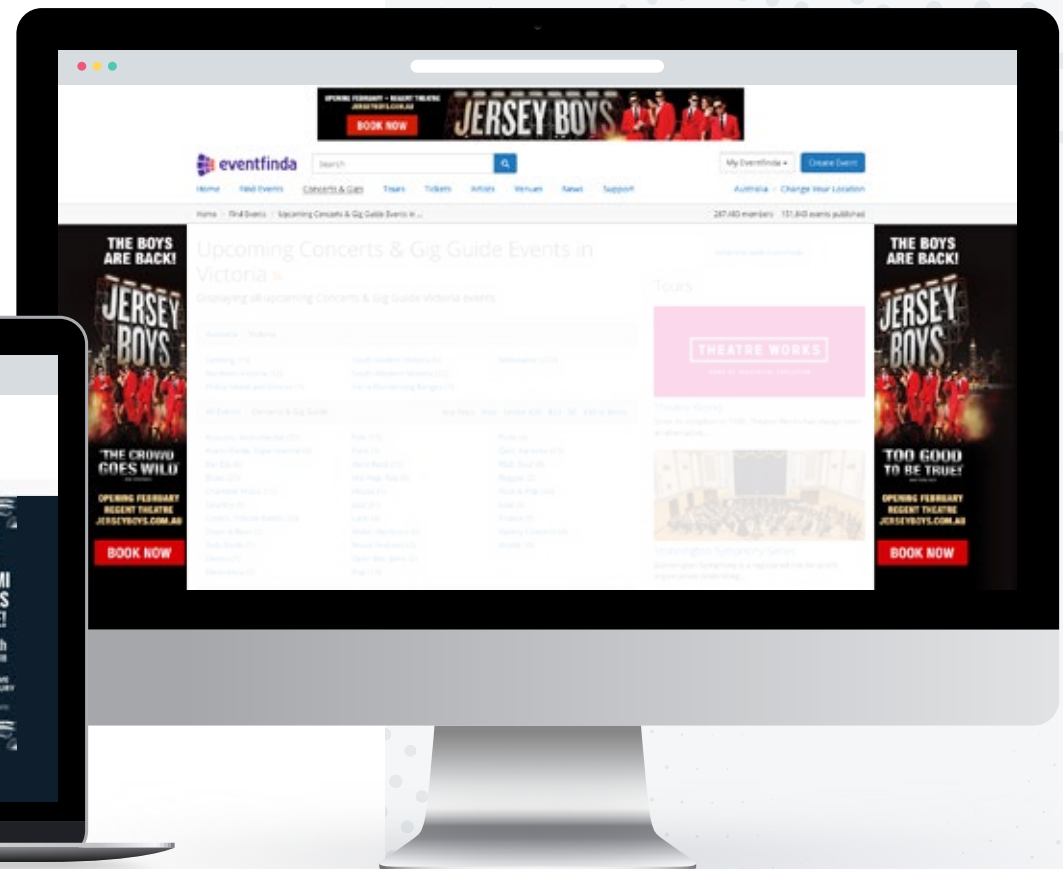
All costs per week + GST

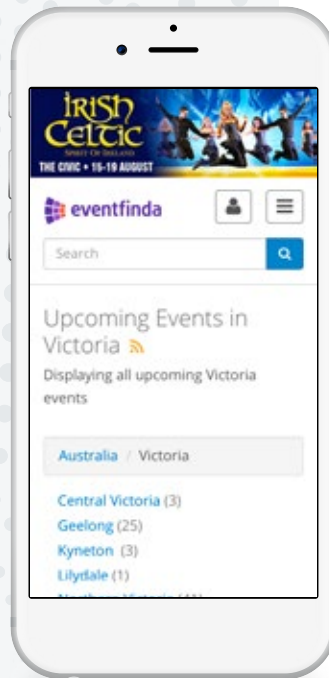


Category takeovers

Target the specific audience you want to reach and take control of an entire section on Eventfinda for a full week. Grab the audience's attention with a big full graphic takeover for your event, festival, season or tour.

*Category takeovers are state specific , email us for across site category takeover





Category takeovers

Full graphic takeover of every desktop event page and browse page in one of our six categories

Also includes 320 x 100 leaderboard banner at the top of all mobile event and browse pages for the category

Includes 728 x 90 leaderboard banner at top of every page plus full graphic wallpaper

Banner and wallpaper can link to your event or tour page on Eventfinda or directly to your choice of the event site or your ticketing site

Festivals & Lifestyle	\$900
Concerts & Gigs	\$800
Performing Arts	\$650
Sports & Outdoors	\$300
Workshops & Conferences	\$250
Exhibitions	\$200

All costs per week + GST

*Category takeovers are state specific , email us for across site category takeover

Spotlight newsletter

Get in front of Eventfinda's 200,000 entertainment fans with our most focused national newsletter. Spotlight Newsletters deliver a message entirely focused on your event, festival, season or tour.



Spotlight newsletter

A very special EDM
dedicated to one event,
tour, festival, or season

Sent to the entire 200,000
Eventfinda subscriber
database

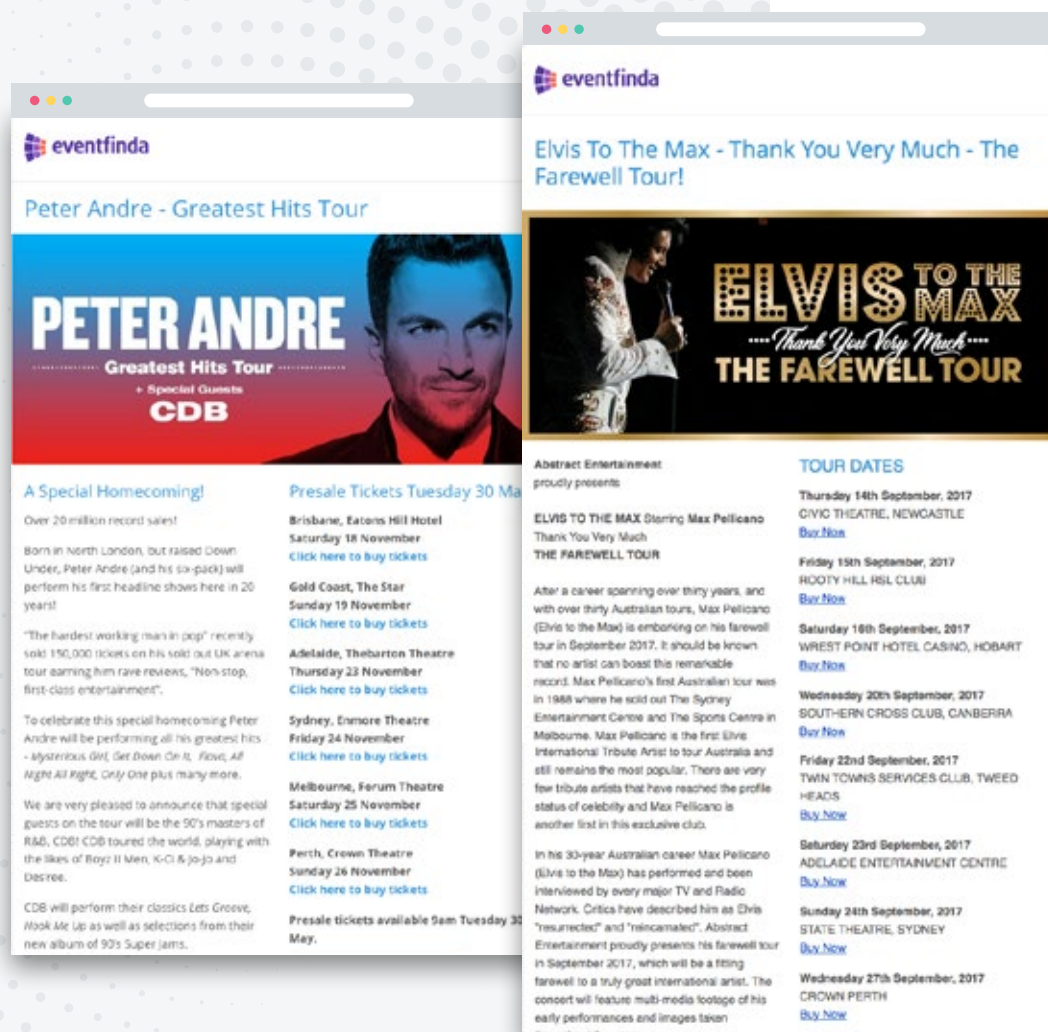
Includes direct links to each
event's ticketing purchase
page

Unlimited editorial
opportunity to tell your story
in depth

Multiple outbound links go
directly to the promoter's
site, the event site,
Facebook, or the event's
YouTube video

Great for special offers,
promotions & pre-sales

\$3,000 + GST



State-specific spotlight newsletter

A very special state-targeted EDM dedicated to one event, tour, festival, or season

Sent to the Eventfinda subscriber database for the selected state(s)

State-specific Spotlight eDMs available for NSW, QLD, VIC, SA, and WA

\$1,200 + GST

Multiple outbound links go directly to the specific ticketing page(s), promoter's site, the event site, Facebook, or the event's YouTube video

Huge editorial opportunity to tell your story in depth



Newsletter superfeature

Get your event, festival, season or tour at the top of Eventfinda's popular weekly newsletter. With a big image, big editorial, and Facebook feature, it's a great way to grab the attention of our 200,000 subscribers.

The Eventfinda Newsletter is sent to our 200,000 active subscribers every Thursday

Hero image & headline at the top of the weekly Eventfinda newsletter

Includes 75 words of editorial

Text & image link to tour, season, festival collection or event detail page on Eventfinda

Great for tours, seasons, festivals, or single events



\$500 + GST

Applies per state edition. For nationwide reach total cost is \$2,000.

Newsletters generated for QLD, NSW, VIC, SA, and WA

Includes placement at the top of Eventfinda's Facebook page for the week

Includes full-motion "Video Hero" YouTube or Vimeo embedded video on all associated event pages



Mamma Mia! The Musical

Witness the global smash hit musical Mamma Mia! The Musical on stage as it takes its residency at the Lyric Theatre-QPAC in **Brisbane**. Playing from 6 January to 4 February, this brand new production is sure to pull your heartstrings. Featuring the story-telling magic of ABBA's classic songs like 'Voulez Vous', 'Dancing Queen', 'Take a Chance On Me' and 'S.O.S'. Grab your tickets now and experience a one of a kind stage spectacle that is Mamma Mia! The Musical!



JOEL CREASEY BLONDE BOMBSHELL

Homepage hero banner

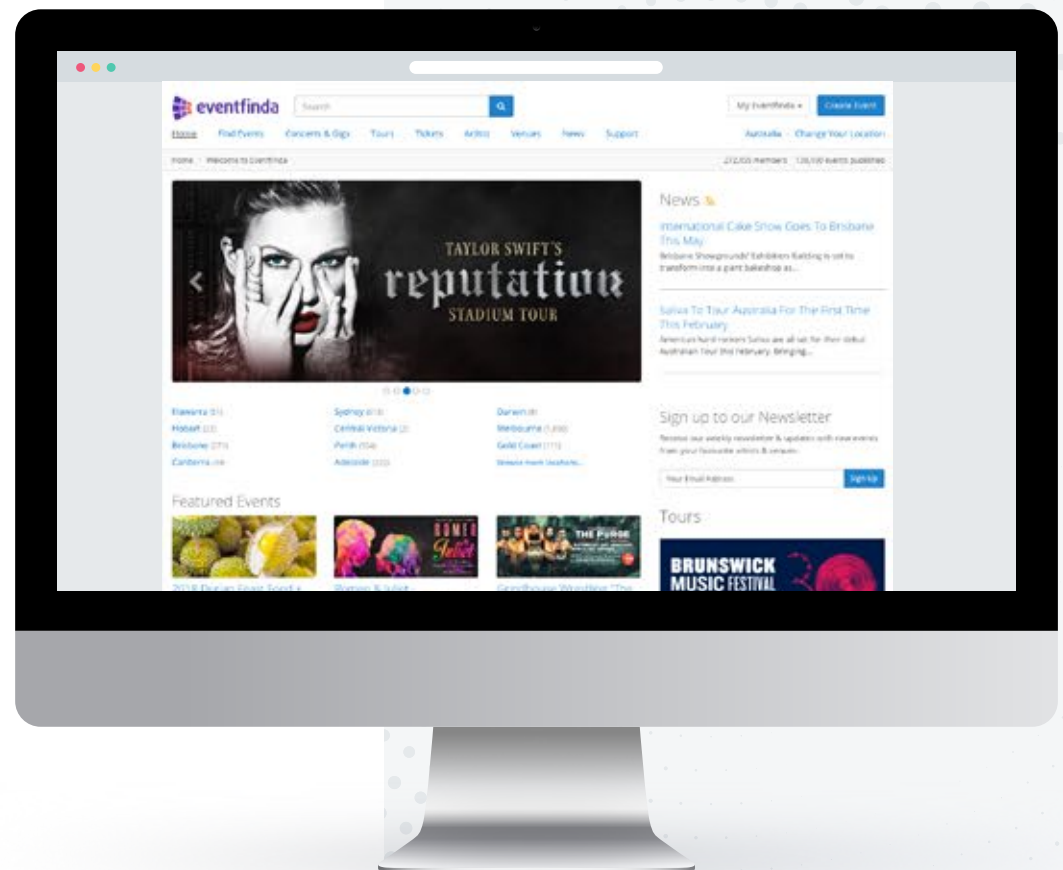
Command the top of the Eventfinda homepage

Three full weeks in the Homepage Hero image rotation across all state homepages

Great for tours, seasons, festivals, or single events

Links directly to tour, festival, season collection or single event page on Eventfinda

**\$500 + GST
FOR 3 WEEKS**



Newsletter billboard

Multiple Billboard promotional options are available in our popular weekly newsletter. With a big banner and editorial in key positions, our audience won't miss seeing your message.

Great for tours, seasons, festivals, or single events

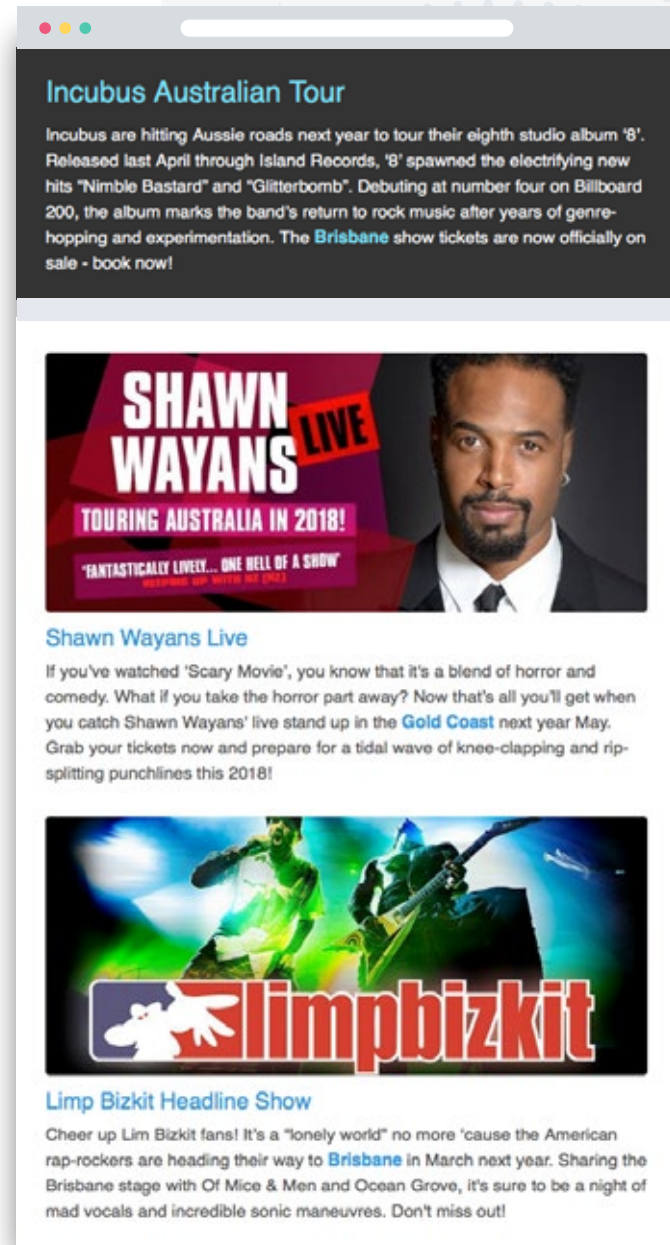
Sent every Thursday to Eventfinda's 200,000 newsletter subscribers

Big image & headline plus up to 35 words of editorial

Text & image link to tour, season, festival collection or single event detail page on Eventfinda

\$300 + GST

Applies per state edition. For nationwide reach total cost is \$1,200.



Featured event tile

Promote your single event – either on the Eventfinda homepage as well as in our popular weekly newsletter, or only in the weekly newsletter. A great way to make sure your event is seen by a huge audience at a budget-friendly price.

One of three Featured Event tiles in the weekly newsletter and on the Eventfinda desktop and mobile homepage

Available for QLD, NSW, VIC, SA, and WA

Full week homepage visibility

Three additional Featured Event Tiles in the weekly newsletter only

200,000 newsletter subscribers

Includes key image, event title, location and date details

Single events only

Links to event detail page on Eventfinda

\$225 + GST



Featured category listings

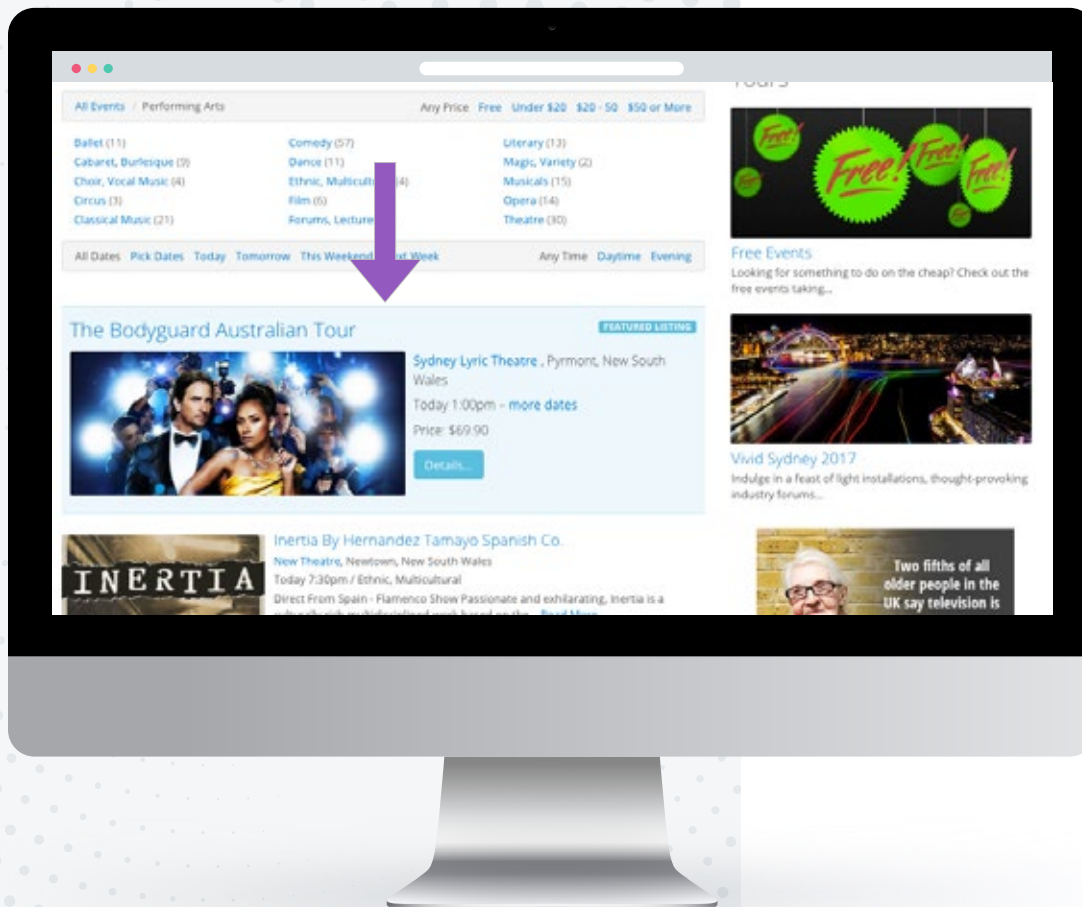
Grab the attention of the audience you want to attract and target a specific category on Eventfinda.

Highlighted event at the top of an Eventfinda category browse page

Includes key image, event title, location and date details

Single events only

Links to event detail page on Eventfinda



Concerts & Gigs	\$150
Festivals & Lifestyle	\$150
Performing Arts	\$100
Sports & Outdoors	\$100
Exhibitions	\$80
Workshops & Conferences	\$80

All costs per week + GST

Advertising summary & specs

Placement	Cost	Image size	Max file size	Format(s)
Spotlight Newsletter	\$3,000	1170 x 504	300kb	jpg, gif, png
State-specific Spotlight Newsletter	\$1,200	1170 x 504	300kb	jpg, gif, png
Newsletter SuperFeature	\$500	1170 x 504	300kb	jpg, gif, png
Homepage Hero	\$500	1170 x 504	300kb	jpg, gif, png
Newsletter Billboard Feature	\$300	1170 x 504	300kb	jpg, gif, png
Featured Event Tiles - Homepage & Newsletter	\$750	1170 x 504	300kb	jpg, gif, png
Newsletter Featured Event Tiles	\$225	1170 x 504	300kb	jpg, gif, png
Featured Category Listings	Varies by category	1170 x 504	300kb	jpg, gif, png
Category Takeover	As noted	728 x 90, 320 x 100 + Wallpaper	150kb	jpg, gif, animated gif, html
State-specific Targeted Roadblock Banners	As noted	300 x 600	150kb	jpg, gif, animated gif, html
Wallpaper	Included in Takeovers	2560 x 900**	700kb	jpg, gif

*Billboard Features and Featured Event images are cropped by the system to the display size for the promotion

**Wallpaper images should leave the 1170 content panel blank with a solid colour at the bottom; key image/message should be within 160 pixels on each side of content panel to accommodate the greatest range of browsers



P 1800 710 499

E advertising@eventfinda.com.au

TERMS & CONDITIONS

Rates are effective January 2018 until further notice

All materials are due no later than 3 working days before campaign start date

Rates are in Australia dollars and exclusive of GST

Eventfinda reserves the right to reject any advertising for reasons of suitability or relevance

Advertising is subject to availability

PAYMENT

Eventfinda will invoice for advertising served upon commencement of the campaign

Payment is due by 20th of month following invoice

Cancellations within one week of booked campaign date bear a 50% penalty fee

Banking information will be provided with campaign invoice