



INDEPENDENT THEATRE ADVERTISING PACK

Arts Radar has designed this package to help to promote your show. We set this package up with the aim that it would help independent shows save money on their promotional costs.

Arts Radar has made deals across the media industry through collective bargaining and the most streetwise media has given us discounted prices that you could not get by yourself. When you make a booking Arts Radar will then organise your promotions for you with these media bodies so you only have to deal with one group.

The media bodies who are in the pack are the favourites of independent productions over the last few years and include:

THE ADVERTISING PACKAGE

What You Get



200,000 members
50% cut of all tickets

First Week filled with audiences – Using Jump On It

Jump On It is Australia's largest online site that offers an incredible Daily Deal, so you've only got 24 hours to snap it up before it expires. The first week of a show is always the hardest to fill, on average around 300 seats never get sold. Using a day on Jump on It, we have found you can sell these tickets for a special price. When we used Jump On It this year for our shows we found that you get:

A 10% increase in box office
Get packed houses in the first week



30,000 newsletter recipients
250,000 page impressions
9,000 twitter followers
3,500 facebook friends

Time Out – Be promoted as one of the hottest shows in Sydney

Time out have given the Indie sector an extremely cheap deal; almost half the price of the professional companies pay. You will receive.

1/4 page ad in magazine
Editorial
Feature Story in Newsletter
Skyscraper ad on front page
Twitter/Facebook shout outs



18,000 visits/month
30,000 page views/month
3,000 newsletter readers
1,500 Twitter followers
3,100 Facebook fans

Concrete Playground – Lifestyle site for the Culture buffs of Sydney

When people want to know what to do on the weekend, underground secret cinemas, warehouse parties and Culture buffs from all around the city visit this site regularly to get the most up to date underground recommendations on what's hot

Banner advertising
Ticket giveaway
Event preview through newsletter
Profile on Directors and Artists
Social media support – Facebook and Twitter shout outs



250,000 listeners/week
75,000 web visitors/month
15,500 Facebook friends
10,000 newsletter recipients/week
8,000 Twitter followers

FBi Radio 94.5 – Sydney largest local music and Arts Radio Station

FBi is the largest and most cut through independent, not-for-profit community radio station in Sydney. (It actually has a larger audience than Triple J in Sydney) **FBi** places a heavy emphasis on local alternative music: and local culture and is a big supporter of independent theatre. It regularly covers theatre shows on its radio programs and has put together an amazing deal for you including:

Week promotion on air
Interviews with artist
Online banner
Member database
Twitter & Facebook shoutouts
Tile on the FLOG
Profile on 'Art we Heart'



6,000 newsletter recipients
600 Facebook friends
500 Twitter followers

Use the Arts Radar Database – collected from all of the Arts Radar shows

Profile on website
Twitter & Facebook shout outs
Newsletter feature
Profile on The Radar