



NAPIER MUNICIPAL THEATRE

Added-value Marketing Options

The Napier Municipal Theatre welcomes you to Napier, we would like to give your event as much exposure as possible through our promotional mediums and networks, the following marketing options are free of charge as part of your venue hire.

Channel	Location	Specifications
Flyer Display	Event flyers on display at Napier Municipal Theatre and distributed to local businesses	<i>Size: DLE, A5, or A6 Quantity: 150+</i>
Poster Display	Posters displayed at Napier Municipal theatre, foyer and display cases, and distributed to local business	<i>Size: A2 or A3 Quantity: 20+</i>
Social Media	www.facebook.com/Napiermunicipaltheatre 3,500+ followers @napiermunicipaltheatre on Instagram 200 followers	<i>Organic posts on all Theatre shows including any relevant competitions. Eligible for paid campaigns and house seat giveaways. Relevant posts will be shared among other NCC run Facebook pages. Please share videos and images of past shows or rehearsals for more engagement. Add Napier Municipal Theatre as co-host to Facebook event for more exposure to local market. Send branded hashtags.</i>
EDM	A pre-show monthly newsletter to the "Friends of Theatre" database. Link to Ticketek website on all shows. <i>(currently over 2,600+ subscribers)</i>	<i>Additional individualised/direct emails can be distributed if a buyer incentive is offered to our customers (promotions, competitions, and pre-sale offers).</i>
Venue Website Landing Page	Featured on the "What's on Page" with link to the Ticketing page	<i>Size: Image 780 x 336 pixels (jpg or png); Maximum 500kb Include a synopsis of the event, ticket costs, purchasing information, events times dates, etc.</i>
Ticketek Listing	www.ticketek.co.nz	<i>Size: See below for specific image size requirements Uploaded by your Ticketek Event Manage.</i>
Eventfinda	www.eventfinda.co.nz	<i>Size: 1170 X50; Maximum 500kb As our venue website is driven by the Eventfinda website it is important that your event is listed. If you do not normally use Eventfinda we would be happy to assist you.</i>
Box Office Digital Screens	Automated slideshow 2x 50-inch screen in foyer	<i>Included with your Eventfinda listing.</i>
Pull-up Banner	Freestanding Banners can be displayed in the theatre foyer	<i>Please provide us with a pull-up banner. The banner will need to be collected at the end of the show.</i>
Napier CBD Coreflutes	Displayed around downtown Napier	<i>Provide high res image for print</i>
Napier City Council Co-labs	Run activities and other pre- or post-show events to enhance theatre experience	<i>We can work with other NCC facilities, e.g. Libraries, i-Site, etc. to promote show or run activities that align with show content/themes.</i>

TICKETEK COMPULSORY EVENT PAGE REQUIREMENTS

Image	Dimensions	Size	Placement	Description
Thumbnail	200 x 200	15kb	Search	Search results are presented in list format, with a thumbnail image displayed alongside the event name, venue(s), date(s) and time(s)
Mobile App Native	700 x 400	50kb	Mobile App	Homepage and event page image on the mobile app
EzyTicket	408 x 191	50kb	Online Ticket	Image found on online ticket/Ezyticket
Banner (Large)	2340 x 765	150kb	Genre Page	A single banner image is displayed at the top of the event page. The image now spans the width of the centre column content container. Images are overlaid with title text in bottom left corner
			Event Page	
			Calendar Page	
			Fixtures Page	
Poster Hero	1340 x 1900	185kb	Homepage	High impact fixed hero position
Poster Featured				Six featured events at the top of the home page. Images are overlaid with the event title. The destination URL is the event page.
Discover	2340 x 765	150 kb	Homepage	Editorial content is displayed in this module. Images are overlaid with title text. This will interlink with Ticketek Insider
Waitlist	600 x 600	65kb	Homepage	Five wait list spots are available on the home page. The image is displayed circular however the source image must be square. The event title is displayed beneath the image. The destination URL is the wait list page.
Banner (Small)	1050 x 520	95kb	Umbrella Page	Where two or more events are grouped on an event page, each individual event will display its own image.

The Napier Municipal Theatre also offers the following marketing options to aid event exposure and ticket sales. These options attract a charge.

Channel	Location	Specifications
Print Advertising	Hawkes Bay Today <i>Local Newspaper subscriber based</i>	<i>Advertising contact person will be advised upon request.</i>
	Napier Mail <i>Free weekly community newspaper delivered to all Napier households</i>	
Radio/Podcast Advertising	Mediaworks	<i>Advertising contact person will be advised upon request.</i>

We can also help with contacts within our local schools, businesses, and clubs.

Please feel free to contact me should you like to consider promoting via any of our specific channels.

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Napier Municipal Theatre

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