



# **EVENT MARKETING**

## Table of Contents

<b>PRINT ADVERTISING</b>	<b>2</b>
Daily Post	2
Rotorua Weekender	2
Rotorua Review	3
<b>RADIO ADVERTISING</b>	<b>4</b>
Mediaworks Radio	4
The Radio Network	5
Other Networks	6
<b>EVENTS &amp; VENUES ROTORUA ELECTRONIC NEWSLETTERS</b>	<b>7</b>
'Whats On' Newsletter	7
Electronic Press Release	7
<b>TICKETMASTER ELECTRONIC PRESS RELEASES</b>	<b>7</b>
<b>EVENTS &amp; VENUES ROTORUA ONLINE ADVERTISING</b>	<b>7</b>
Events & Venues Rotorua Website	7
3 <sup>rd</sup> Party Websites	7
<b>EVENTS &amp; VENUES ROTORUA SOCIAL MEDIA</b>	<b>8</b>
Facebook	8
Facebook Advertising	8
Twitter	8
<b>POSTER DISTRIBUTION – OUR VENUES</b>	<b>8</b>
<b>POSTER DISTRIBUTION - ROTORUA SHOPS AND DISPLAY BOARDS</b>	<b>8</b>
<b>BANNER POLES - SIR HOWARD MORRISON PERFORMING ARTS CENTRE BANNER POLES</b>	<b>9</b>
<b>LARGE BANNER - SIR HOWARD MORRISON PERFORMING ARTS CENTRE</b>	<b>9</b>
<b>CITY FLAG POLES</b>	<b>9</b>
<b>BROCHURE STANDS</b>	<b>10</b>
<b>ROTORUA NIGHT MARKET</b>	<b>10</b>
<b>FLYER DISTRIBUTION</b>	<b>10</b>
<b>MISCELLANEOUS</b>	<b>10</b>
<b>ADVERTISING BOOKING FORM</b>	<b>11-12</b>

## PRINT ADVERTISING

### Daily Post

The Rotorua Daily Post's reach includes the greater Rotorua area including Ngongotaha, Mamaku, Hamurana, Kaharoa, the Lakes area, Kaingaroa, Murupara, Rerewhakaaitu, Waikite, Ngakuru and Atiamuri as well as the important tourist and industrial centres of Taupo, Tokoroa, Kawerau, Whakatane, Opotiki, Te Puke and surrounding areas including rural and coastal settlements.



Delivered (at a charge) Monday – Friday, 'Compact' size, Saturday 'Broadsheet'

Circulation: 9,043 Readership: 20,000

Daily Post & Weekender 'Run of Paper' advertising			
Monday - Saturday B & W or Colour			
Module size	Events & Venues Rate	Retail Rate	Measurements
2 x 2	\$177.70	\$188.00	90mm H x 62mm W
3 x 2	\$266.60	\$282.00	136mm H x 62mm W
2 x 3	\$266.60	\$282.00	90mm H x 94mm W
3 x 3	\$373.50	\$423.00	136mm H x 94 mm W
4 x 3	\$533.30	\$564.00	182mm H x 94mm W
2 x 4	\$355.50	\$376.00	90mm H x 126mm W
3 x 4	\$533.30	\$564.00	136mm H x 126mm W
4 x 4	\$711.10	\$752.00	182mm H x 126mm W
6 x 6	\$1243.70	\$1,692.00	274mm H x 190mm W
Larger Sizes available on request			

Events & Venues Rotorua receives a discount from this supplier and is happy to pass the rate on to you.

All prices quoted exclusive of GST, and apply to the run of paper environment.

Excludes classified environment; prices for this section are available on application.

Please forward a high resolution image (>300KB) in JPEG, PNG or GIF format, or a PDF of your finished art through to your Event Coordinator along with date/s of advert, paper environment preference, advert size and colour. Advertising costs will be added to your final account.

### Rotorua Weekender

The Rotorua Weekender is delivered every Friday to all urban and rural households in the greater Rotorua area. The Weekender is also available to visitors to Rotorua at all major tourism sites and through hotels and motels.

Delivered (free of charge) Friday, 'Compact' size

Circulation: 27,000

Rates: Same as Daily Post; please refer to table above.



**Rotorua Review**

Delivered free every Wednesday, 'Compact' size

Circulation: 23,000 Readership: 39,000

<b>Rotorua Review 'Run of Paper' advertising</b>				
Events & Venues Rate			Retail Rate	
Size	B & W or Colour 1 advert	B & W or Colour 3 adverts (per ad)	B&W or Colour	Measurements
10 x 2	\$115.00	\$102.95	\$173.00	100mm H x 72mm W
12 x 2	\$137.30	\$107.95	\$207.60	120mm H x 72mm W
10 x 3	\$171.60	\$128.70	\$259.50	100mm H x 109mm W
12 x 3	\$205.90	\$154.40	\$311.40	120mm H x 109mm W
10 x 4	\$228.80	\$171.60	\$346.00	150mm H x 109mm W
15 x 3	\$257.40	\$193.00	\$389.25	100mm H x 147mm W
18.5 x 4	\$317.50	\$238.00	\$480.10	185mm H x 147mm W

Larger Sizes available on request

Events & Venues Rotorua receives a discount from this supplier and is happy to pass the rate on to you.

All prices quoted exclusive of GST, and apply to the run of paper environment.

Excludes classified environment; prices for this section are available on application.

Please forward a high resolution image (>300KB) in JPEG, PNG or GIF format, or a PDF of your finished art through to your Event Coordinator along with date/s of advert, paper environment preference, advert size and colour. Advertising costs will be added to your final account.

# RADIO ADVERTISING

## Mediaworks Radio

### Station

#### Mai FM

Mai FM represents the diverse multi-cultural urban mix, with upbeat and vibrant music. Connecting with its “everyone alive under 35” target audience, Mai FM listeners are extremely loyal to the station and its advertisers.

**Demographic:** Male and Female, under 35yrs



#### The Edge

With their high disposable incomes and “I want it – NOW” attitude, the under-35s stay tuned to The Edge to hear the newest music, the latest gossip and be entertained by the most exciting promotions in New Zealand.

**Demographic:** Predominantly Female, 15 – 39yrs



#### George

Trend-setting, forward-thinking 25-44 year olds trust George FM to deliver the best and freshest dance and electronica in the world. Unique, boutique and all about the beat – it’s lifestyle radio and George listeners are living it.

**Demographic:** Male & Female, 20 – 40 yrs



#### The Rock FM

Playing mainstream modern rock to a 25 – 44 year old male audience, The Rock is irreverent, funny and enormously popular with all socio-economic groups. The Rock drives a loyal audience to your door.

**Demographic:** Predominantly Male, 25 – 44yrs



#### More FM

If you want to talk to female household shoppers 25 – 44 years old, then MORE FM needs to be at the top of your advertising shopping list! MORE FM makes sure that if it’s happening in your community, you’ll hear about it.

**Demographic:** Predominately Female, 25 – 44yrs



#### The Breeze

The Breeze is New Zealand’s premier Easy Listening radio station targeting 40 – 59 year old Baby Boomers with a female skew. Breeze listeners love the Easy Listening music and have the luxury of time and money on their hands.

**Demographic:** Predominantly Female, 25 – 59 yrs



#### The Sound

The Sound is New Zealand’s newest radio station, targeting 35 – 59 year old males. The Sound is a no-hype celebration of timeless rock. From The Beatles to The Rolling Stones, Fleetwood Mac to Queen, The Eagles to David Bowie and U2 – the playlist will deliver a loyal and attentive audience. It’s the music our audience grew up with. It’s the soundtrack to their lives.

**Demographic:** Predominantly Male, 35 – 59yrs



---

**Radio Live**

RadioLIVE offers intelligent talk, robust discussion, controversial comment and up-to-the-minute local and international news targeting a 35-54 year old audience. RadioLIVE delivers a new style of fresh and innovative news and talk.

**Demographic:** Male & Female, 35 – 64yrs



---

**Live Sport**

New Zealand's first dedicated Sport & Racing network for the sports purist. Primarily targeting 40+ males, LiveSPORT combines youth and experience with the country's most talented sportspeople and broadcasters.

**Demographic:** Predominantly Male, 40+ yrs



---

**Kiwi FM**

Kiwi FM delivers the best of New Zealand – both Music and culture. We offer a unique opportunity to connect with our broad audience who are savvy, informed and want to be a part of Aotearoa.

**Demographic:** Male & Female, 25 – 44yrs



---

**The Radio Network****Station****Classic Hits**

Classic Hits reaches New Zealand communities nationwide, from the smallest to the largest. It's "a station everyone can agree on, playing hits from the 80's, 90's and today." It connects with an audience who are the nation's household shoppers, home renovators, child-rearers, event-goers.

**Demographic:** 30-54 years old, two-income family with children, socially active and community aware, homeowners, household shoppers.



---

**ZM**

ZM plays "Today's Hit Music." In 19 markets throughout the country, ZM reaches over 396,600 listeners every week. ZM is interactive, entertaining, spontaneous and now! It delivers a talented line-up of fun personalities, with promotions and contests. ZM engages and interacts on air, on the street and on-line with this key, savvy consumer group.

**Demographic:** 18-39 years old, brand conscious, socially active, living life to the fullest, young professionals, singles & young families



---

**Newstalk ZB**

Newstalk ZB is the premier source of breaking news, information and comment. High profile, respected personalities including Mike Hosking, Leighton Smith and Kerre Woodham bring the news makers to radio to report, discuss and debate the most current and controversial topics of the day.

**Demographic:** 30-59yrs, business owner & decision maker, key upper socio-economic group, mature family



---

**Radio Hauraki**

Radio Hauraki is New Zealand's iconic rock radio station. Its radio not for the faint hearted. Radio Hauraki's hosts will challenge, excite and astound, but whatever the case they'll always entertain.

**Demographic:** Predominantly Male, 25-44 yrs, mid-high socio-economic, socially aware & family orientated, main income earner



---

**Radio Sport**

Live coverage, specialist comment, and issues-driven sports talkback 24/7, Radio Sport is “everything to do with sport!” Listeners are hungry for credible, informative, entertaining sports coverage and Radio Sport always delivers.

**Demographic:** Predominantly Male, 30 – 49yrs, sports fan, social & active, business decision maker, upper socio economic group



---

**Coast**

Coast was an overnight audience success, and continues to be one of TRN’s most popular music stations. Coast plays the songs that have stood the test of time in a smooth and clutter free format.

**Demographic:** 40-64 yrs, home owner mortgage-free, empty nester with money to spend, rediscovering favourite interests, intelligent, opinionated



---

**Flava**

Flava is an active, aware, and savvy and ‘now’ radio station that connects with the new generation. Flava’s fresh and funky beats target the Urban consumer. Primarily young people who identify with a metropolitan and cosmopolitan culture – a mix of Europeans, Maori and Pacific Islanders.

**Demographic:** Female Skew, under 35 yrs, educated and upwardly mobile, strong family ties and community orientated, finding their place in society



---

**The Farming Show**

Updated daily, the site offers the latest news and comment on farming, the economy, politics, sport and weather from New Zealand and around the world. Farming Show listeners are business owners. They have money to spend on farm machinery and services, vehicles, sport and leisure.

**Demographic:** Predominantly Male, 34 – 64yrs, Farmers



---

**Other Networks**

---

**Te Arawa FM**

Mai i nga Kuri a Whareki Tihirau, Tihirau ki Maketu, Mai Maketu ki Tongariro - Our vision is to be a focal point of information for all our Te Arawa whanaunga and the wider Maori world.



---

Events & Venues Rotorua receives a discount from most of these local radio stations and will pass the rate on to you. We are happy to liaise with various suppliers on your behalf; let us know which station/s you prefer, forward your audio file or wording for advert production and advise of ad length & frequency

Alternatively please advise of your estimated budget for radio advertising and we will help work out the best options to maximise your events exposure. All advertising costs will be added to your event’s final account.

## EVENTS & VENUES ROTORUA ELECTRONIC NEWSLETTERS



### 'Whats On' Newsletter

If your event is to be held in one of our venues, it will have a free listing in our monthly 'Whats On' newsletter. This newsletter is released to our database of approximately 2600 ticketed event subscribers (with a reach of 1.3). Please forward a high resolution image (>300KB) in JPEG, PNG or TIF format and a description of up to 40 words to your Event Coordinator for uploading.

**Cost:** Free of Charge

### Electronic Press Release

Upon request we can organise a personalised mail out to our database of approximately 2500 ticketed event subscribers (with a reach of 1.3). All we require from you is a high resolution image (>300KB) in JPEG, PNG or GIF format, and a description of no more than 200 words.

**Cost:** \$30.00 per release (excl GST, charged to your final account)

## TICKETMASTER ELECTRONIC PRESS RELEASES



If your event is ticketed through Ticketmaster you will receive a listing in their TicketAlert email mail out, with the opportunity to be included in their Friday offer emails. Given time we can book a presale email also.

**Cost:** TBC

## EVENTS & VENUES ROTORUA ONLINE ADVERTISING



### Events & Venues Rotorua Website

If your event is held in one of our venues, it will have its own listing on the Events & Venues websites' 'Internet Calendar'. We also have a 'Featured Events' page to highlight upcoming shows (shows for this page chosen at our discretion). Please forward a high resolution image (>300KB) in JPEG, PNG or GIF format and a description of up to 200 words through to your Event Coordinator for uploading.

**Cost:** Free of Charge

### 3<sup>rd</sup> Party Websites

Your event will also have a listing in a number of local and national websites such as: Eventfinda (also lists on [www.rotoruanz.com/events](http://www.rotoruanz.com/events), NZ Herald, Stuff, AA, Yahoo.com, msn.nz, and Time Out)

Rotoruanz.com

Facebook - Rotorua Gig Guide

Ticketmaster

Groove Guide

Music Net

Webhealth (Lakes DHB)

Listings on these sites will imitate the Events & Venues Rotorua Internet Calendar's listing.

**Cost:** Free of Charge

## EVENTS & VENUES ROTORUA SOCIAL MEDIA

### Facebook

If your event is held in one of our venues, it will have a listing on our /RotoruaEvents or /RotoruaInternationalStadium Facebook page. We offer regular posts of latest events, ticket prices or deals and other info designed to create a 'buzz' about your event. Content and timings of posts to be discussed with our Social Media experts. Please forward a high resolution image (>300KB) in JPEG, PNG or GIF format and a description of up to 40 words through to your Event Coordinator.

**Cost:** Free of Charge



### Facebook Advertising

A Facebook Advert is another great way of promoting your event. Through our /RotoruaEvents & /RotoruaInternationalStadium fans, your event can be promoted to more than 5000 event followers through just one advert. Please forward a high resolution image (>300KB) in JPEG, PNG or GIF format and a description of up to 200 words through to your Event Coordinator.

**Cost:** \$40.00 (excl GST; charged to your final account)



### Twitter

Closer to your event we will start 'tweeting' to get people talking about your event. This is also a great method of advertising on event day for the 'younger' demographic to help get out up to the minute information about event timetables, shortest ticket queues, giveaways etc. Some content is taken from the event description; further ideas to be discussed with our Social Media experts.

**Cost:** Free of Charge



## POSTER DISTRIBUTION – OUR VENUES

We encourage you to post us your event posters and flyers for distribution around our 6 venues in (as well as other Rotorua Lakes Council owned venues). See our recommendations below.

Venue Distribution*	Size (quantity)	Qty	Dispatched
Energy Events Centre	Either A3 or A4	1	Within 5 days of receiving posters
Sir Howard Morrison Performing Arts Centre	A3	3	Within 5 days of receiving posters
	DLE Flyers	>600	Within 5 days of receiving flyers
Rotorua International Stadium	A1	1	Within 5 days of receiving posters
Satellite Council Facilities	A3	12	Within 5 days of receiving posters
	A4	8	Within 5 days of receiving posters
Additional (extra requests, bathroom displays)	A4	25	Within 5 days of receiving posters

**Cost:** Free of Charge

## POSTER DISTRIBUTION - ROTORUA SHOPS AND DISPLAY BOARDS

Poster Size	Cost (per poster)
A3	\$1.35
A4	\$1.15

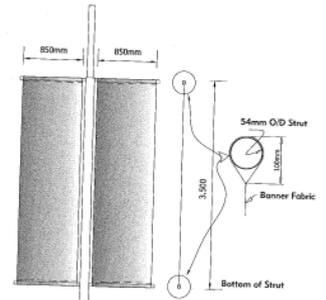
Please forward your posters through to your Event Coordinator for distribution.

Prices exclude GST; charges will be added to your event's final account.

## BANNER POLES - SIR HOWARD MORRISON PERFORMING ARTS CENTRE

We have 3 banner poles, which can hold a total of 6 banners. These banner poles are located adjacent to the front foyer entrance of the Sir Howard Morrison Performing Arts Centre.

We have a range of signage contractors in Rotorua that we would be happy to recommend; many already have the banner sizing and design requirements recorded from past events. Contact us for more details.



## LARGE BANNER - SIR HOWARD MORRISON PERFORMING ARTS CENTRE

An average of nearly 18,000 vehicles travel past the Sir Howard Morrison Performing Arts Centre every day. The opportunity to market your event to the occupants of those 18,000 vehicles is now available to our clients.

Banners advertising for your event can now be erected between the front columns directly outside the Centre. Banners are an eye catching way to promote your event and with the ability to erect banners up to 6 m wide x 3 m deep, they will be eye catching. Supply us with your banner or we are happy to produce it for you by our trusted suppliers. Contact our staff who will happily assist you to capture this inexpensive marketing initiative.



## CITY FLAG POLES

Rotorua has over 500 flag poles in the city that can hold promotional flags for your event. These locations can be seen in the spreadsheet below, to book a space please contact Richard Horn at the Rotorua Lakes Council on (07) 351 8913 or by email at Richard.horn@rdc.govt.nz . Banners are required to be 1.8 x 0.9m in size and there is a charge to both install and remove the flags.

Location	Doubles	Singles	Total
Ngongotaha Township	11		22
SH5 Ngongotaha Roundabout	13		26
Tutanekai St (from Pizza Hut to Lake)		25	25
Arawa St (Ranolf St to Fenton St)	16		32
Skate Park (Amohou St to Ranolf St)	7		14
Fenton St (Arawa St to Sala St)	65		130
Hemo Gorge (SH5 / SH30)	20		40
Te Ngae (to Airport)		58	58
Airport	3		6
Te Ngae (Pak 'n' Save)	48		96
Tyron St	4		8
Rotorua Energy Event Centre	10		20
Brookland Road	5		10
Devon St	20		40
Mamaku	10		20
		<b>Total Flags</b>	<b>547</b>

## BROCHURE STANDS

We have up to ten stands around Rotorua that promote events in our city. In order to have a presence we require DLE sized brochures and up to ten A4 posters.

## ROTORUA NIGHT MARKET

Every Thursday in the middle of our city's hub we have our local night market. This is a great opportunity to showcase your event either by a short performance or a signing/information tent. It is a great way to give our locals and visiting tourists a taste of things to come. For further information please contact the Night Market Manager direct:

**Brigitte Nelson**

**Ph:** 07 351 7057

**E:** [brigitte.nelson@rdc.govt.nz](mailto:brigitte.nelson@rdc.govt.nz)



## FLYER DISTRIBUTION

### Reach Media (formally the Letterbox Channel)

Circular, brochure and pamphlet distribution services providing efficient unaddressed mail services throughout New Zealand. For more information:

**Ph:** 0800 732 2487 or 09 574 4444

**E:** [info@reachmedia.co.nz](mailto:info@reachmedia.co.nz)

**W:** [www.reachmedia.co.nz](http://www.reachmedia.co.nz)



We encourage you to complete the form overleaf to indicate interest.

For further information, please feel free to contact the Events & Venues Rotorua team:

**P:** 07 351 8651

**E:** [eventsandvenues@rdc.govt.nz](mailto:eventsandvenues@rdc.govt.nz)

Prices Valid Until: 31<sup>st</sup> October 2015

## ADVERTISING ENQUIRY FORM

CONTACT PERSON

EMAIL

ORGANISATION NAME

EVENT NAME

EVENT DATE

VENUE

### FREE ADVERTISING - I'M INTERESTED IN THE FOLLOWING TYPES

CHANNEL	ITEMS REQUIRED/SPECS	INTEREST Y/N
Events & Venues Rotorua website listing	>300KB image ( JPEG, PNG or GIF format) and 200 word description	
3 <sup>rd</sup> Party website listings	>300KB image ( JPEG, PNG or GIF format) and 200 word description	
Whats On Newsletter	>300KB image (JPEG, PNG or GIF format) and 40 word description	
Ticketmaster Press Release	>300KB image (JPEG, PNG or GIF format) and 40 word description	
Social Media - Facebook	>300KB image (JPEG, PNG or GIF format) and 40 word description	
Social Media - Twitter	Information taken from event description, further ideas welcomed	
Event Posters- Our venues	Post your event posters & flyers to your Event Coordinator  C/- Sir Howard Morrison Performing Arts Centre,1170 Fenton Street,  Rotorua 3010	

**PAID ADVERTISING - I'M INTERESTED IN THE FOLLOWING TYPES**

CHANNEL	ITEMS REQUIRED/SPECS	INTEREST Y/N
Print	>300KB image - JPEG, PNG or GIF format, or PDF of your finished art. Date/s of advert, paper, environment, advert size, colour/B&W	
Radio	Station/s, audio file or wording for advert make-up, ad length, frequency, or estimated radio budget	
Events & Venues Rotorua Electronic Press Release	>300KB image (JPEG, PNG or GIF format) and 200 word description	
Facebook Advertising	>300KB image (JPEG, PNG or GIF format) and 200 word description	
Event Posters Rotorua shops and display boards	Post your event posters & flyers to your Event Coordinator C/- Sir Howard Morrison Performing Arts Centre, 1170 Fenton Street, Rotorua 3010	
Banner Poles	Your Event Coordinator will be in touch with further information	
Rotorua Night Market	Please contact the Rotorua Night Market Manager directly: Brigitte Nelson Ph: 07 351 7057 E: <a href="mailto:brigitte.nelson@rdc.govt.nz">brigitte.nelson@rdc.govt.nz</a>	
Flyer Distribution	Please contact Reach Media directly on Ph: 0800 732 2487 or 09 574 4444 E: <a href="mailto:info@reachmedia.co.nz">info@reachmedia.co.nz</a> W: <a href="http://www.reachmedia.co.nz">www.reachmedia.co.nz</a>	

**IF YOU HAVE ANY COMMENTS OR QUESTIONS ASSOCIATED WITH YOUR APPLICATION, PLEASE ENTER THEM BELOW:**

---



---



---



---



---

Please email this form along with all relevant images or articles to your Client Services Coordinator.