



MARKETING INFORMATION & LOCAL ADVERTISING OPPORTUNITIES

STUDIO, WHITE ROCK THEATRE
WHITE ROCK, HASTINGS
TN341JX





We look forward to welcoming your event to the Studio at the White Rock!

Our marketing team are here to help make your event as successful as possible – please get in touch to discuss your marketing plan:

Rosie Field - Marketing Manager

rfield@whiterocktheatre.org.uk / 01424 462 299

Fraser Ward - Marketing Executive

fward@whiterocktheatre.org.uk / 01424 462 284

Please contact box office at boxoffice@whiterocktheatre.org.uk to request sales reports.

PRINT REQUIREMENTS

The following are our standard print requirements for Studio shows:

- x250 A5 flyers
- x10 A3 posters
- x2 A1 posters

Please check if we have capacity to accommodate a pull-up banner before supplying one.

Please note: additional marketing activities may require additional print to be supplied.

Please include our Studio logo on all print. It can be downloaded at: whiterocktheatre.org.uk/logos

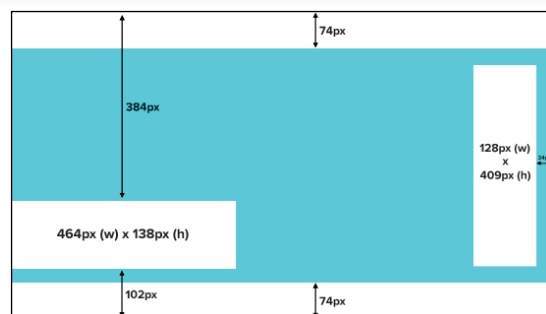
Please also include the web address on your print:
whiterocktheatre.org.uk

Print should be delivered to:
FAO Marketing Department
White Rock Theatre
White Rock
Hastings
East Sussex

DIGITAL REQUIREMENTS

The following are our standard digital requirements:

- 1110px x 624px image with little to no text for website banner
- 1080px x 1080px image for social posts
- 1080px x 1920px image for stories
- High resolution portrait image to be used in printed media
- If you have YouTube videos please send links
- Video content for website and socials



This is a template for our web banners. All blue areas are visible and all white areas are covered. Please see our website for examples.



OUR STANDARD CONTRACTED MARKETING SPEND INCLUDES THE FOLLOWING ACTIVITY:

- Your event will be included in our What's On and Coming Soon guides. The size and format of each guide varies with enhanced entries only available in some formats. Enhanced space if available: ½ page advert, £195. Full page advert, £350.
- Your event will have its own unique page on whiterocktheatre.org.uk to which we can add photos, videos and quotes as you wish.
- Your print will be displayed throughout our venue.
- Your artwork can be displayed on digital screen adverts in the venue.
- Your event will be uploaded to a number of local and regional listing websites.
- Inclusion in a 'Recently Announced' e-shot after on-sale.
- Inclusion in a 'What's On' e-shot at the start of the month your show is in.
- Social Media support. We will create a co-hosted Facebook event, announce your event and on-sale and post in lead up to event across our channels. FB 20,000+ followers, 5,000+ X followers, 5,000+ Instagram followers.



Our Ticketing Partner, Eventim, can offer a number of activities to support your event including:

- Homepage carousel or top events banner feature on both web and app during initial on sale.
- Feature in an app push notification during initial on sale.
- Newsletter inclusion to circa 2m database during initial on sale.
- Inclusions in regional and campaign mailers throughout the lifecycle of your event.
- Inclusion in a number of social media posts.

Please discuss with the marketing team to plan and book these additional campaign activities.

ADDITIONAL LOCAL ADVERTISING OPTIONS:

Our Marketing Team are happy to advise on and book a range of local advertising options that are not included in the standard contracted marketing spend and will recharge the cost of these upon settlement.



OUTDOOR ADVERTISING:

A visual outdoor presence can be highly effective. We are happy to advise on the best sites for your audience:

- OOH large format options – from 4 sheets, 6 sheets, 48 sheets, bus rears/sides and digital options, we can advise on and work with suppliers on a wide range of options across the region.
- Double Crown poster sites – there are a number of highly visible sites along the seafront promenade in Hastings. £16/poster/month. Availability dependent.

PRINT ADVERTISING:

There are a large range of print publications that can be utilised to target your audience. Please get in touch for prices and distribution information:

- Hastings, St Leonards & Rye Observer, Bexhill & Battle Observer, Eastbourne Herald, Sussex Express (National World)
- Hastings Independent Press
- Bexhill News, Hailsham News
- Kent Messenger
- Get Hastings
- Aspect County (East Sussex & West Kent)
- Wealden Times
- Sussex Living
- Rye & Winchelsea CommunityAd, Tenterden CommunityAd
- Primary Times Sussex



DISTRIBUTION:

Get your print seen by a wider audience!

- Direct Mail Campaigns – we can arrange a full colour, personalised postcard mailing using your artwork. Please get in touch for a quote.
- Local & Regional Distribution – we use a range of distribution companies to get your flyers and/or posters into a wide range of outlets to suit your audience – shops, cafes, libraries, community centres, leisure and shopping venues, schools, nurseries etc. £1.25 per A3 poster, £25 per 1,000 A5 flyers.

RADIO ADVERTISING:

A range of local and regional radio stations are available and through our contacts we can book geo-targeted digital campaigns for national stations. Please get in touch for more information and prices:

- Heart FM
- More Radio
- KM/FM
- Seahaven FM
- Bexhill Radio
- Greatest Hits Radio



DIGITAL ADVERTISING:

A range of options are available on the White Rock's platforms and external sites:

- Homepage scrolling banner on the White Rock website. Secure this prominent space for £10 per week (subject to availability).
- Solus e-shot to WRT database segment. £150 for a minimum of 5,000 recipients.
- Meta/X advertising – we strongly recommend a targeted approach. We can place and recharge adverts and offer a bespoke service using custom audiences from our data sets.
- Utilising the Google Ad Network we can run search, display/remarketing, YouTube and mobile adverts on your behalf.

SEASONAL JOINT CAMPAIGNS:

At various times throughout the year we run joint advertising campaigns between shows. We ask each show for an additional contribution and formulate a plan depending on the number and genre of shows that buy in. Your show image, title and dates will feature on print formats and title on audio formats. Joint campaigns may include:

- OOH large format sites for a big visual impact
- Radio advertising
- Campaign flyer and distribution
- Print adverts
- Digital campaigns



Please note, details of seasonal campaigns can only be confirmed after the deadline to be included has passed.

We will be in touch with all promoters with details when planning campaigns or please contact us to discuss upcoming opportunities.

FINALLY, PLEASE NOTE:

Our talented team can assist you with your artwork and supply if required at the rate of £35/ hour (subject to availability).

Drafts of adverts will not be sent unless requested.

A failure to supply artwork/print materials for confirmed marketing activity by the deadlines set will still incur the activity fee. Subject to our ability to do so, we will attempt to supply on your behalf and will recharge the relevant design/print fees plus an administration fee.

Please note all prices exclude VAT.

WE LOOK FORWARD TO WORKING WITH YOU!



WHITE ROCK THEATRE

White Rock | Hastings | TN341JX
01424 462 299 | rfield@whiterocktheatre.org.uk