



GLADSTONE ENTERTAINMENT
CONVENTION CENTRE

Connect. Create. Celebrate.



-20 May This Weekend at



**MARKETING
SERVICES**



GLADSTONE
REGIONAL COUNCIL



Welcome to Gladstone Entertainment Convention Centre!

Central Queensland's premium and only fully integrated convention and entertainment venue.

Here you'll find the perfect space for collaboration, celebration, learning and innovation for your next event.

We know that sometimes all you need is a little helping hand and that's why we're here! Cue our experts.

Our team of marketing experts can elevate your event by strategically planning, promoting, and supporting your campaign from start to finish. Nothing drives strong ticket sales like marketing that connects with the right audience. We specialise in all things digital and traditional advertising, including venue signage, social media, EDMs and more!

The best marketing strategies come from a strong understanding of the local market - so let us build you a BESPOKE CAMPAIGN to achieve optimal results!



ESSENTIAL CONTENT OVERVIEW

Please provide all essential content for your event as soon as possible or at least 10 days prior to any event announcement/pre-sale or on sale date.

- Hero image (no text) .jpg format
- Event statement (approx. 100 words)
- Hero statement/quote (1 sentence)
- Variety of social media images/videos

If printing marketing collateral, please ensure the correct ticketing information is included:

Gladstone Entertainment Convention Centre
www.gladstoneentertainment.com
Box Office 07 4972 2822

Complementary to every event that is ticketed through GECC:

- A dedicated event page on our website
- A Facebook Event (or will accept Co-Host Invite)
- Inclusion in venue ‘What’s On’ poster (subject to on sale date)
- Venue distribution of DL flyer’s
- A3 poster distribution throughout venue. Print ready artwork to be emailed
- Use of the two LED screens and Internal Digital Screens.



Please deliver all print collateral to:

Gladstone Entertainment Convention Centre
Att: Marketing
56 Goondoon Street
Gladstone Qld 4680





DIGITAL

Social Media

Let's get social...

Join the conversation with useful and enjoyable real-time engagement. We use a combination of Facebook and Instagram marketing to showcase our brand and programming. Social Media Content Plan.

Let's Get Social - Bronze Package \$433

Inclusions:

- 2 posts per week for 2 weeks. Posts will be shared to both the GECC Facebook page and the shows Facebook event
- GECC to provide content plan for approval
- Complete management of scheduling.

Let's Get Social - Silver Package \$541

Inclusions:

- 2 posts per week for 4 weeks. Posts will be shared to both the GECC Facebook page and the shows Facebook event
- Up to 2 stories shared on Facebook and Instagram
- GECC to provide content plan for approval
- Complete management of scheduling.

Let's Get Social - Gold Package \$624

Inclusions:

- 2 posts per week for 6 weeks. Posts will be shared to GECC's Facebook, Instagram page and the shows Facebook event page
- Up to 4 stories shared on Facebook and Instagram
- GECC to provide content plan for approval
- Complete management of scheduling.

Campaign artwork and imagery to be supplied by the client.

Extras

Facebook cover image on GECC Facebook page (max 4 weeks) \$219

Facebook sponsored post (minimum spend \$50) cost + 12%



**@Gladstone Entertainment
Convention Centre**

11,000+ Followers

@liveatgecc



Digital Screens

Why use Digital Screens for your advertising?

Effective Display

LED Screens are the most effective outdoor advertising medium with full colour high impact and engaging digital displays.

Versatility

Can play both muted vision and still slides. Flexibility to advertise multiple versions and content can change quickly as required.

Eye Catching

Large digital displays located in Gladstone CBD Goondoon Street, situated in front of the busy Lightbox Espresso and Wine Bar and Gladstone City Library, these screens are subject to a high level of foot and road traffic, with 24/7 exposure.

Electronic Direct Mail (EDM)

We create highly effective email campaigns to drive more engagement, leads and sales to your event. Connect to a full database of more than 6,000+ patrons or to a specified audience segment.

E'Blast to all Patrons \$400
Targeted EDM \$400

LED Screen and Internal Digital Screen

External Business Advertising:

Use of External Digital Screens

Event Advertising:

Use of Internal and External Digital Screens

Prices per month	1 Month	3 Months	6 Months	12 Months
LED Screen - Still Image 1920px (w) x 1080px (h)	\$363	\$327	\$309	\$291
LED Screen - Vision (Muted)* 1920px (w) x 1080px (h)	\$454	\$420	\$398	\$341
Internal Digital Screens 1920px (w) x 1080px (h)	\$227	-	-	-

*Vision LED Screens to be a maximum of 15 seconds in duration.

PRINT

Type	Location within Venue	Size	Price (each)
Single Door Decal	Venue	Template supplied on request	\$795
Hero Entrance Decal	Venue Entry	Template supplied on request	\$POA*
External Window Decal	Venue Courtyard	Template supplied on request	\$POA*
Hanging Banner	Merchandise Desk	1000mm (w) x 1300mm (h)	\$227
Ao Poster	Venue Walls	841mm (w) x 1189mm (h)	\$162
Corflute Pylon Wrap	Venue Courtyard	Template supplied on request	\$338
A-Frame Corflute	Venue Courtyard	600mm (w) x 900mm (h)	\$40

Space and installation times are subject to availability. Pricing is based on a maximum of four months.

* Price on application + 12%

Print Specs

When providing documents for GECC to coordinate print please ensure:

- File Type - Press quality PDF with crop marks
- Minimum 5mm Bleed
- Colourspace CMYK Only
- Fonts converted to outlines
- Transparencies flattened
- Files to be provided at 100% scale
- Images used should be a minimum of 150dpi at scale
- See individual templates for Safe zones.

Other Services

Corflute distribution \$882

This includes the print and installation of up to 8 (900x600) corflutes to high traffic areas in the Gladstone Region. Artwork is to be supplied print ready.

Space and installation times are subject to availability. Pricing is based on a maximum of four months.

D/L seat drop \$135 per event





MEDIA CONTACTS

Media Production

Elevate Media

Ashleigh Kvitko

Email: marketing@elevate.net.au

Phone: 07 4972 7648

Cooper McKenzie Marketing

Natalie Cooper

Email: nat@coopermckenzie.com.au

Phone: 1300 305 295

Radio

Hit FM & Triple M

Kelly Boase

Email: kelly.boase@sca.com.au

Phone: 07 4899 2721

4CC + 4Ro & KIX COUNTRY

Barry Hamilton

Email: BarryHamilton@arn.com.au

Phone: 07 4972 2700 or 0422 563 661

Television

9 and 10 Network

Matthew Cox

Email: Matthew.Cox@sca.com.au

Phone: 07 4923 5312

7 Network

Wendy Houston

Email: whouston@seven.com.au

Phone: 0439 762 109

News

Gladstone News

Ashleigh Kvitko

Email: news@gladstonenews.com.au

Phone: 07 4972 7648

CQ Today and Gladstone Today

Cheryl Altouvas

Email: cheryl.altouvas@todaygladstone.com.au

Phone: 0425 600 098



Subject to change correct as at 1 July, 2026

NO
SKATEBOARDING
No Alcohol
or Glass
Beyond
This Point

BOOK NOW BOOK NOW BOOK NOW

7.30PM
SATURDAY
7 MAY

THE ULTIMATE COMEDY ROAD



GLADSTONE ENTERTAINMENT
CONVENTION CENTRE