ESPLANADE
Arts & Heritage Centre
Theatre Promotional Package
ESPLANADE Arts & Heritage Centre

Information updated: May 2015

Location:
401 1st Street SE
Medicine Hat, Alberta
Canada, T1A 8W2

Main Phone: 403.502.8580
Main Fax: 403.502.8589
Website: www.esplanade.ca
Tickets: www.tixx.ca

Contacts:
Tobie Laliberté
Marketing & Promotions Coordinator
403.502.8786
toblal@medicinehat.ca

Trampas Brown
Director of Theatre & Event Operations
403.502.8787
trabro@medicinehat.ca

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Promo Material Included in Rental

Creation/modification of graphic for in-house digital signage, Box Office/Lobby/MH Mall signage, Esplanade and Tixx websites. Renter must provide high resolution landscape image for background (300 dpi at least 2000 pixels wide) at least 2 weeks before show goes on sale. If renter is providing the complete graphic, see specifications below*.

Display of graphic on in-house and MH Mall digital signage, Esplanade and Tixx websites from announce date until day of show

Announcement on social media and post featuring on day of event

Specs

* The graphic should be clean and simple keeping with our identity. The graphic should be composed of only a photo of the performing artist(s) and the name. The name should be bold and easily visible in the font or look of the renter's choice. The text in the lower portion of the graphics should be the Esplanade font and should be added by our in-house graphic designer. Please leave enough space for this. Also, send the original graphic (photoshop, Illustrator, InDesign or an editable pdf) as we might need to make some adjustment.
Optional Services

Check the service[s] you would like to order.

Large lobby poster to be displayed prior to event*
  $250 for poster design and printing
  $25 per week to display in main lobby, no cost for hallway in front of building

Website Promotion*
  $25 per week for feature on tixx.ca
  $25 per week for feature on Esplanade Homepage Banner

Email Marketing: Tixx Subscribers and Esplanade Members: 7941 Canada's Anti-Spam Legislation [CASL] compliant email addresses*
Based on a Revenue Per Subscribers [RSP] of $3/year. NO DEDICATED EMAILS
  $500 per email: position in email follows other Esplanade Events (smaller graphic) $0.10/Subscriber
  $1000 per email: position in email follows other Esplanade Events (larger graphic) $0.21/Subscriber
  NO DEDICATED EMAILS

Esplanade Members email announcement and pre-sale*
  $300 for members announcement and pre-sale

Digital Outdoor Billboards*
  $150 per week per billboard

Social Media
  $50 per boosted post on Facebook
  $50 per promoted tweet on Twitter

Newspaper Advertising*
  $150 per quarter of a page with write up
  $100 per sixth of a page with graphic only

News Release
  $50

*Service depends on availability

Email marketing@medicinehat.ca for further information.
Advertising Packages

Check the package you would like to order.

**Advertising Package ($3,000+ value) – Flat rate of $1500***
- 4 x sixth page Medicine Hat News ad inclusion with other tixx shows
- Large poster with display on front wall and lobby
- 4 weeks outdoor digital billboard in rotation with other tixx shows
- 4 weeks featured banner on tixx.ca in rotation with other tixx shows
- Inclusion in e-blasts to mailing list (minimum of 2)
- Esplanade members announcement and pre-sale
- 4 promoted Facebook posts

**Advertising Package ($2,000 value) – Flat rate of $1000***
- 2 x sixth page Medicine Hat News ad inclusion with other tixx shows
- Large poster with display on front wall and lobby
- 2 weeks outdoor digital billboard in rotation with other tixx shows
- 2 weeks featured banner on tixx in rotation with other tixx shows
- Inclusion in one e-blasts to mailing list
- Esplanade members announcement and pre-sale
- 4 promoted Facebook posts

*Service depends on availability

Email marketing@medicinehat.ca for further information.
Local Media Advertising Contacts

Newspaper and Television

**Medicine Hat News**
Sales Rep: Melanie Robinson
mrobinson@medicinehatnews.com
Office: 403-528-5655
Cell: 403-529-7871
www.medicinehatnews.com

**Prairie Post**
Sales Rep: Jason Rinke
jrinke@prairiepost.com
Office: 403-528-5762
Cell: 403-504-7116
www.prairiepost.com

**CHAT TV**
Sales Rep: Rita Profeta
Email: rprofeta@jpbg.com
Office: 403.548.8250
Fax: 403.548-8270
www.chattelevision.ca

Radio

**CJCY 102.1**
Classic Hits
Sales Rep: Kristen Chesson
kristen@clearskyradio.com
Office: 403-528-2827
www.cjcyfm.com

**MY96 – 96.1 FM and CHAT 94.5**
Adult Contemporary and Country
Sales Rep: Lisa Finkbeiner
Email: lfinkbeiner@jpbg.com
Direct Line: 403-548-8283
Cell: 403-928-1309
www.my96fm.com and www.chat945.com

**ROCK 105.3**
Sales Rep: Holly Gordon
Email:Holly.Gordon@rci.rogers.com
Office 403-525-2503
Cell 403-977-0025
www.rock1053.ca

For further information, please contact:

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