



VENUE MARKETING SERVICES

KEY ASSET REQUIREMENTS

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OUR REACH



100,000 EMAIL & SMS SUBSCRIBERS



60,000+ MONTHLY WEBSITE VISITORS



84,000+ SOCIAL FOLLOWERS
(FACEBOOK, INSTAGRAM & TIKTOK)

Reporting via Moshtix, Meta, Braze & Google Analytics.
Period: 01/01/2025 - 31/12/2025.

ARTWORK & CREATIVE SPECS

Please provide the hero creative and any secondary or optional assets in accordance with the specifications below. All tour artwork must be localised: The Triffid, Brisbane.

Digital, Social + Video

- Square [1:1]: 1080px (w) x 1080px (h), PNG/MP4
- Feed [4:5]: 1080px (w) x 1350px (h), PNG/MP4
- Vertical [9:16]: 1080px (w) x 1920px (h), PNG/MP4
- Horizontal [16:9]: 1920px (w) x 1080px (h), PNG/MP4 (safe zone applies)

Moshtix

- Please provide all Moshtix specifications required for event setup.

Print

- A2 Poster: 420mm (w) x 594mm (h), PDF (inc. crop marks + 3mm bleed)
- Make sure it's local: The Triffid, Brisbane.

Media Kit

- Artist bio, tour/event media release and/or event copy (text)
- Hi-res press photo (300 dpi, full colour preferred, JPEG)
- Link us to your preferred YouTube video, or Spotify single/album to embed

USE OF AI-GENERATED CONTENT

We welcome the responsible use of AI generated imagery for promotional and creative purposes. Any AI generated content used by artists, promoters, or venue partners should respect copyright, intellectual property rights, and the work of other creators.

We encourage transparency where AI generated imagery forms a significant part of marketing materials and reserve the right to decline content that is inconsistent with our venue's branding.

MARKETING PACKAGES

Investment		Standard	Silver	Gold
		NO CHARGE	\$500 ex GST	\$1,000 ex GST
Venue Signage	Printed Poster Bundle	Standard Bundle (2x posters: 2xA3)	Silver Bundle (6x posters; 4x A3s, 2x A2s)	Gold Bundle (9x posters; 4x A3s, 4x A2s, 1x A0)
	Vinyl Street Banner	✘	✘	✓
	Monthly “What’s On” Event Listing	✓	✓	✓
	Digital Screens: Complimentary Listing	✓	✓	✓
Website	Website Event Listing	✓	✓	✓
	Homepage Carousel Feature	✘	✘	1-week (SOV = 20%)
Email Marketing	Solus eDM To coincide with venue presale, or general on sale.	✓	✓	✓
	Automation Suite Including abandon browse, retargeting and event reminder campaigns.	✓	✓	✓
	Monthly Gig Guide Active audience ticket sales + priority events.	Shared Listing (SOV = 5%)	Silver Feature (SOV = 10%)	Gold Feature (SOV = 15%)
	Monthly Newsletter Full database event discovery + announcements.	Shared Listing (SOV = 5%)	Silver Feature (SOV = 10%)	Gold Feature (SOV = 15%)
Paid Social	Monthly Carousel Advert Product catalogue advert of upcoming events.	✓	✓	✓
	Standalone Paid Campaign Aligned to your preferred campaign timing.	✘	7 Day Campaign (\$250 campaign value)	10 Day Campaign (\$500 campaign value)
Organic Social	Announce Post	✓	✓	✓
	Secondary Content Posts (max. 5 lifetime)	✓	✓	✓
	Facebook Co-Host (at hirer’s request)	✓	✓	✓
	Monthly “What’s On” Post	✓	✓	✓
Estimated Media Value		\$1,000+	\$3,000+	\$5,500+

RATE CARD OPTIONS

ADD-ONS TO EXTEND SUPPORT

The best value opportunities are bundled together in our paid marketing packages.

However, if you require ad hoc support or need something to push your campaign a bit further, we can provide rate card items in addition to packaged items.

These add-on marketing assets are delivered in ad hoc manner and therefore may not fall within usual scheduling periods.

Asset	Inclusions	Price
Additional Solus eDM	Dedicated email send to venue database, featuring new creative/content (e.g. video, imagery, promotional offer or key selling point).	\$250
SMS Solus Blast	<ul style="list-style-type: none"> • Dedicated SMS blast to venue database • Limit of 130 characters, 1 selling point only. 	Upon request
Standalone Paid Social or Digital Campaign	Paid digital/social campaign via Venue channels across: <ul style="list-style-type: none"> • Spotify • Google (Performance Max) • Meta Supercharge your paid digital strategy via our channels, utilising our first-party customer data and our brand to deliver your message.	From \$1,000
Additional Posters	Additional poster qty's will not exceed the total number listed in the Gold Package option: 1x A3 (print + install) 1x A2 (print + install) 1x A0 (print + install)	\$12 per poster \$18 per poster \$65 per poster
Vinyl Street Banner	By request, we can print and install a vinyl street banner to promote your show on Stratton Street. Size : 1800mm (w) x 1200mm (h), inc. crop marks + 3mm bleed	\$500 per banner
Digital Screen Takeover	Subject to availability, we can book placement takeovers of the in-foyer digital screens. This is done to a maximum 40% SOV. Size : 1920px (w) x 1080px (h), PNG or MP4 (max. 15s, no audio).	\$150 min. spend (3-day takeover; Fri/Sat/Sun)

LOCAL MEDIA CONTACTS

Organisation	Format	Contact	Email	Phone	Socials
4ZZZ	Radio	General/Promotions	admin@4zzz.org.au	(07) 3252 1555	@4zzzradio
Nova Brisbane 106.9 FM	Radio	Promotions / Street Team	us@nova1069.com.au	(07) 3871 1069	@nova1069
B105 (Hit Network) 105.3FM	Radio	Promotions / Street Team	b105.contact@sca.com.au	(07) 3220 3111	@b105brisbane
97.3FM (KIIS Radio)	Radio	Promotions / Content	reception@kiis973.com.au	(07) 3220 9730	@kiis973
Triple M Brisbane 104.5FM	Radio	Promotions / Content	bne.news@sca.com.au	(07) 3220 1045	@triplembrisbane
ABC Brisbane 612AM	Radio	Editorial	abcbrisbane@abc.net.au	1300 222 612	@abcbrisbane
Courier Mail	News Media	Editorial / Arts & Entertainment	cos@thecouriermail.com.au	(07) 3666 8000	@couriermail
Brisbane Times	News Media	Editorial / Arts & Entertainment	brisbanetimes@brisbanetimes.com.au	(02) 9282 2833	@brisbanetimes
The Weekend Edition	Lifestyle	Editorial	info@theweekendedition.com.au	(07) 3252 7524	@theweekendedition
Must Do Brisbane	Lifestyle	Editorial	michael@mustdobrisbane.com	0409 573 881	@mustdobrisbane
Urban List Brisbane	Lifestyle	Editorial	editorbne@theurbanlist.com	-	@urbanlistbne
Concrete Playground Brisbane	Lifestyle	Editorial	editorial@concreteplayground.com.au	-	@concreteplayground
Sitchu Brisbane	Lifestyle	Editorial	hello@sitchu.com.au	-	@sitchu
TheMusic.com.au	Music Press	Editorial	editorial@themusic.com.au	-	@themusiccomau
Scenstr	Music Press	Editorial	editorial@scenstr.com.au	(07) 3257 0013	@scenstr

CONTACT US

Contact us via marketing@thetriffid.com.au to discuss how we can support the success of your campaign.

Or visit: thetriffid.com.au/marketing for more info.

IMPORTANT NOTES

Media value estimates are derived from internal modelling using market CPM values set against our average delivery benchmarks, historical campaign performance, and channel engagement data. Values are indicative only and do not guarantee outcomes. Statistics are based on data from the past 12-months (Moshtix, Google Analytics, Braze and Meta).

All pricing, inclusions and media value are indicative and subject to change each year, based on campaign requirements, availability and market conditions (i.e. inflation and CPI). While activity is optimised for performance toward sales objectives, specific results cannot be guaranteed. All prices exclude GST. Hard costs for printing are beyond our control and are delivered through a competitive pricing arrangement from a local supplier.

Agreed marketing costs are deducted at settlement or can be invoiced separately by prior arrangement.