



fortyfivedownstairs Publicity Assistance

fortyfivedownstairs provides a limited publicity service for your exhibition, as part of the hiring fee. All other marketing and publicity is the responsibility of the hirer. fortyfivedownstairs will provide the following promotional assistance for your production once you have supplied the appropriate media information:

- A publicity listing on our “what’s on” page on the **fortyfivedownstairs website** .
- A listing in our **e-newsletter**, sent out approximately every 2-3 weeks (approx 8000 recipients).
- **Publicity** – fortyfivedownstairs will send free listings to the local media including The Age eightdays, The Herald Sun, MX, Canvas, Melbourne Times, Inpress, Beat, RRR arts diary. Note that free listings cannot be guaranteed as the content is under editorial control and follow up on behalf of the artist/company is very much encouraged.
- **Paid listings** in Art Almanac, Art Guide Australia and Trouble magazines (text only).
- **Media release distribution** to fortyfivedownstairs media contacts via email. Follow up calls to media are the hirer’s responsibility.
- fortyfivedownstairs can arrange a **mail-out** of fliers to our hard copy “client” mailing list which includes our board members, financial supporters, art collectors, members of the community who are good at ‘word of mouth’, some media whom we know personally and frequent gallery visitors who like to be kept up to date. It is a small list – approx. 250 people – but very much targeted. Postage cost is incurred by the hirer for this service.
- We send a personal **e-invitation** to the opening to a selected list of 120 arts patrons and frequent purchasers.
- Display space for **flyers/posters** at fortyfivedownstairs.
- **Free online listings** – we list events on a number of local events websites including thatsmelbourne.com.au and eventful.com
- **Paid online listings** – we will list your exhibition on the paid arts listings sites artabase.net and www.artwhatson.com.au (no extra charge).
- fortyfivedownstairs maintains both a **Twitter** Profile and **Facebook** Page. We will list your exhibition and will link to relevant online content wherever possible.
- We have a (new) **blog**, on which we will feature extra content about your show including interviews and images as possible.

What you need to supply and follow up on:

- Minimum 5 weeks prior to opening you will need to send a **media release and a 300dpi image** as a jpeg to Abby Storey at abby@fortyfivedownstairs.com. Abby will then be able to send out the media release no less than one month before opening night. It is then the **hirer's responsibility to make follow up phone calls to the media** with the contacts supplied by fortyfivedownstairs. The information in the media release will also be used for the free listings, the fortyfivedownstairs website and e-newsletter.
- **Mailout** – done 2 to 3 weeks before opening. If you wish this to occur you will need to supply a minimum of 250 fliers. Fliers for mailout must fit into a standard DL envelope. Hirers will be charged for the postage only. Where possible this cost can be split with another production or artist.