



fortyfivedownstairs Publicity Assistance

fortyfivedownstairs provides a basic (limited) publicity service for your production, 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** with link to online booking.
- Publicity listings on the **theatrealive.com** website (performance only).
- A listing in our **e-newsletter**, sent out approximately every 2-3 weeks.
- **Free listings** – fortyfivedownstairs will take send free listings to the local media including The Age eightdays, The Age Metrolist, 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 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/theatre 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.
- Display space for flyers/posters at fortyfivedownstairs.
- If you would like to be involved with **Halftix**, fortyfivedownstairs can organize that on your behalf (performance only).

What you need to supply and follow up on:

- 6 - 8 weeks prior to opening you will need to send a **media release and a 300dpi image** as a jpeg to Abby Storey at office@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 **hirers 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 and the theatrealive, melbournestageonline websites.
- **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.