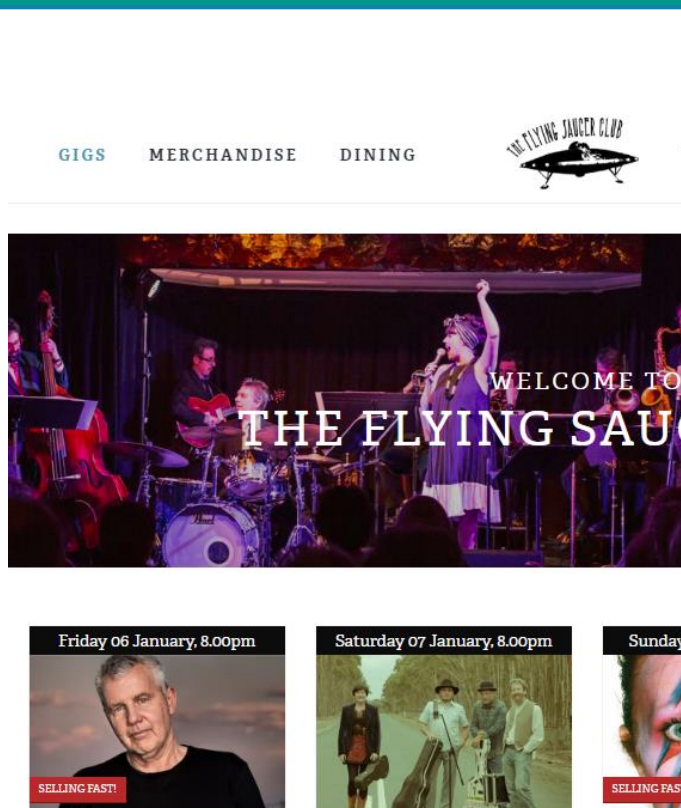




2017

# ADVERTISING INFO KIT

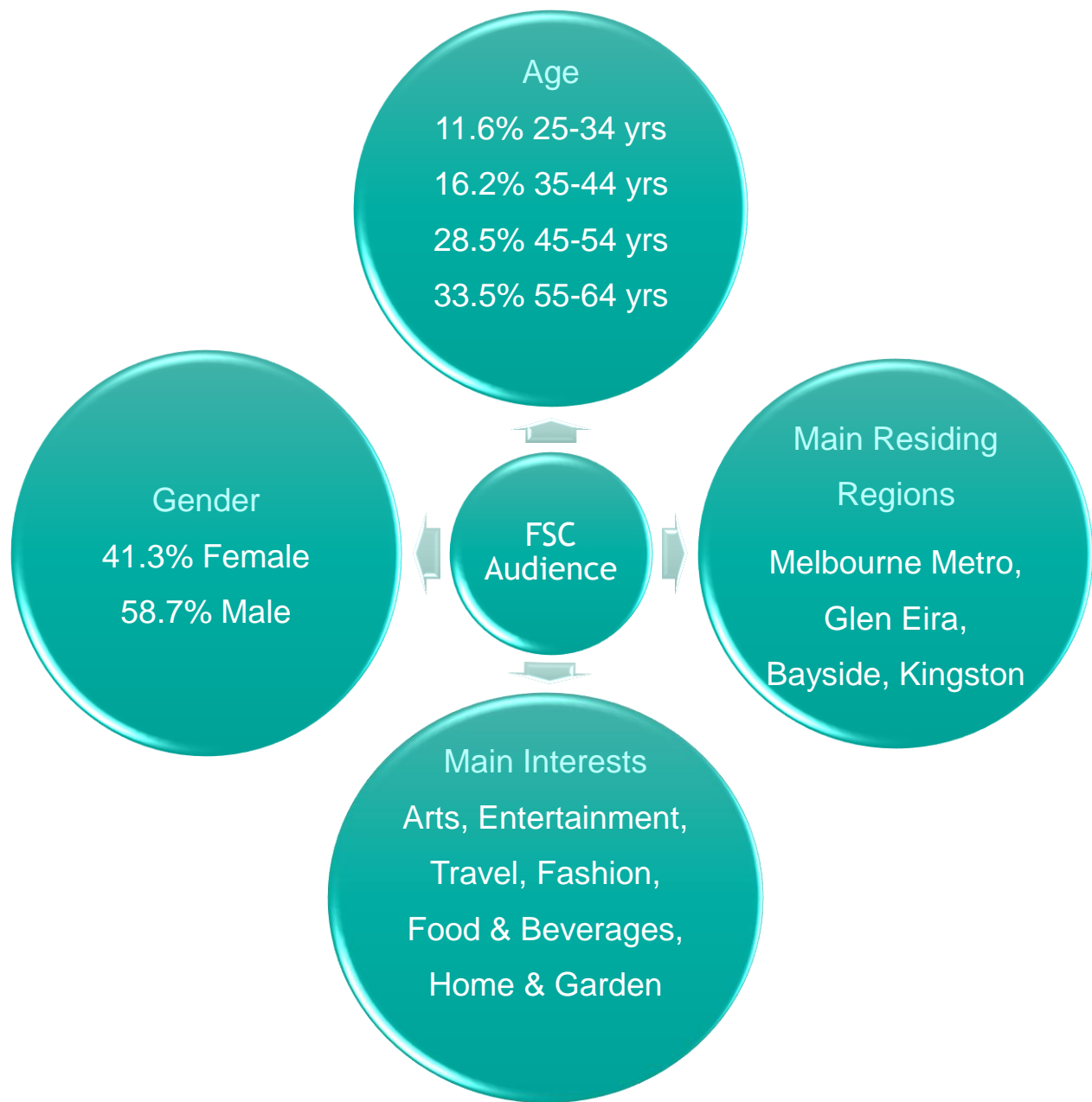


*“Guaranteed High  
Exposure for your  
Business”*

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# FSC TARGET AUDIENCE



# WEBSITE ADVERTISING



## The Flying Saucer Website

The Flying Saucer Club website currently has a traffic volume of approximately 17,500 visitors per month which is growing rapidly. The website has been professionally designed and is maintained on a regular basis plus the content is updated weekly to keep the site fresh and appealing. The majority of the venue's sales occur via the website. As such, a well-placed ad will ensure that your business/organization gets the exposure it deserves.

## Tailored SEO (Search Engine Optimisation)

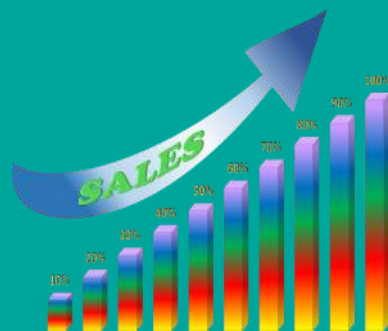
In order to achieve maximum sales via search engine rankings, we are constantly optimising the website. Each website page and each content section has its own SEO capabilities which are tailored to suit the topic or subject at hand. With this in mind, we can ensure that your ad is optimized effectively in order to increase traffic to your website for potential new sales.

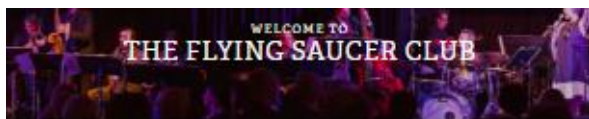
**Over 17,500 website  
hits per Month**

**Professionally  
designed website  
for effective reach**

**Tailored SEO per  
page for reaching  
target audiences**

**Various Ad  
Placement options  
to suit all budgets**





## Website Ad Placement

For optimal results, we offer ad placement directly on our home page which receives the most visitors. Depending on what your goal is and budget allows, you have the option to choose from up to 10 strategically placed website positions as follows:

### WEBSITE AD - TIER LEVEL 1 (A or B or entire block)

Situated on the first row and within instant view of the page loading, your ad will be placed in prime position.

This is a highly recommended option for gaining immediate attention to your product/service.

### WEBSITE AD - TIER LEVEL 2 (C or D or entire block)

Situated on the second row and still within instant view of the page loading, your ad will be noticed almost immediately. This option is also highly recommended.

### WEBSITE AD - TIER LEVEL 3 (E or F or entire block)

Situated on the third row down the page, your ad will be noticed when users scroll through our listed shows.

### WEBSITE AD - TIER LEVEL 4 (G or H or entire block)

Situated on the fourth row down the page, your ad will be noticed when users scroll through our listed shows.

### WEBSITE AD - TIER LEVEL 5 (I or J or entire block)

Situated on the fifth row down the page, your ad will be noticed when users scroll through our listed shows.

**Friday 09 December, 8.00pm**  
The Marshmallow Overcoat present Psychobolic Yuletide  
Featuring Ash Naylor, Lowry Lane & Brett Wolfenden  
The Marshmallow Overcoat bring the psychobolic live sounds of the legends, Ash Naylor, Lowry Lane & Brett Wolfenden and much more, this December!  
Tickets from \$18 - b  
BUY TICKETS MORE

**Saturday 10 December, 8.00pm**  
Scarecrow - The Mollusc Show  
Molluscump turnoff! commented the act on being one of the most energetic and musically accurate interpretation of the show he has seen. If you haven't seen this show yet, then you are in for a real treat.  
Tickets from \$25 - b  
BUY TICKETS MORE

**Sunday 11 December, 2.30pm**  
Michael Oliphant & The Second Hand Spacesuit Tour  
Known for their vintage make-up and seriously funny groove this band of Aussie legends specialise in the guise of Superheroes, Stevie Nicks, David Byrne, Steve Wozniak and more in their own inimitable way.  
Tickets from \$20 - b  
BUY TICKETS MORE

**Friday 16 December, 8.00pm**  
Boom Crash Opera w/ The Twoks  
The Flying Saucer Club is excited to welcome back Boom Crash Opera this December as part of their Summerize tour.  
Tickets from \$25 - b  
BUY TICKETS MORE

**Saturday 17 December, 8.00pm**  
Sun King - The Songs That Made Memphis  
King, Killer, Cash, Knew Spectacular  
A Christmas, spectacular feat, all the top hits, Johnny Cash, Live and more!  
Tickets from \$25 - b  
BUY TICKETS MORE

**Sunday 18 December, 2.30pm**  
Vika & Linda w/ Kiki  
Performing at the Flying Saucer Club for the first time since 2014, Vika & Linda will offer a spectacular live show with stunning vocals, and so be it!  
Tickets from \$20 - b  
BUY TICKETS MORE

**Friday 23 December, 8.00pm**  
Brenda NOD OFF, DREAM Single Launch Tour w/ James Kenyon and Band  
Brenda are about to hit the road in support of Nod Off, Dream (the first single from their latest anticipated album 'Vacancy', backed by a 'crackin' good band).  
Tickets from \$45 - b  
BUY TICKETS MORE

**Saturday 24 December, 8.00pm**  
Steve Pollak (USA)  
Following his tour in March this year, Steve Pollak is back in Australia, into the world. As part of his upcoming return, Steve will be performing a very special show with his Christmas Eve.  
Tickets from \$25 - b  
BUY TICKETS MORE

**Friday 30 December, 8.00pm**  
Soul Sacrifice - A Tribute to Santana  
Huge 7 piece band, Soul Sacrifice pays tribute to the great music of Santana this December!  
Tickets from \$18 - b  
BUY TICKETS MORE

**Saturday 31 December, 8.00pm**  
Raw Brit's New Years Eve Countdown w/ DJ Tony Bique  
New Years Eve will be a big celebration of music, fun & the British black and white as Melbourne favourite, Raw Brit provide the soundtrack to the Best NYC party, the night will be no other!  
Tickets from \$35 - b  
BUY TICKETS MORE

**Friday 06 January, 8.00pm**  
Daryl Braithwaite w/ Rusty Brown  
The fabulous Daryl Braithwaite returns to the Saucer stage this January performing all his hits from a career that spans 40 years. So quick to book for this one, as tickets will sell out fast!  
Tickets from \$35 - b  
BUY TICKETS MORE

**Saturday 07 January, 8.00pm**  
Canyon - West Coast Sound  
Canyon sings some of the greatest songs ever written and performing originals inspired by artists such as America, Neil Young and Fleetwood Mac.  
Tickets from \$18 - b  
BUY TICKETS MORE

**Sunday 08 January, 2.30pm**  
Bowie Unzipped Starring Jeff Duff  
As part of National Single Day, Jeff Duff will present his unique interpretation of David Bowie's catalogue, NOT TO BE MISSED!  
Tickets from \$35 - b  
BUY TICKETS MORE

**Friday 13 January, 8.00pm**  
AC/DC SHE  
Australia's only female tribute to AC/DC, the band is set to rock the Saucer once again this January with all your classic AC/DC favourites.  
Tickets from \$18 - b  
BUY TICKETS MORE

**Saturday 14 January, 8.00pm**  
Bonnie Charles Slick Lix Band  
Bonnie Charles (from the legendary 'The Lix Band') and the Slick Lix Band are set to rock the Saucer stage this January, as they perform a number of classic rock, rhythm & blues, soul, funk and jazz grooves. Dancing is a must!  
Tickets from \$18 - b  
BUY TICKETS MORE



# EMAIL ADVERTISING



## E-Newsletter

The Flying Saucer Club currently distributes an e-newsletter every week to approximately 10,000 email subscribers. The newsletter has proved to be an effective way of communicating to people about the latest news and events pertaining to the venue and is a key element in generating sales. It is an ideal way for your business/organization to gain a wide reach and achieve high exposure.

## Targeted Email Campaigns

In order to reach particular types of patrons, we design email campaigns that specifically target their interests. We do this by running regular patron profile reports and as a result, we create specific mailing lists to suit. These type of email campaigns are ideal for those needing to advertise specific products or services that cater to a particular type of demographic, e.g. people aged between 55-65 that prefer jazz shows

**Over 10,000 Email  
Subscribers**

---

**Professionally  
designed e-mail  
templates for  
effective reach**

---

**Tailored email  
Campaigns for  
target audiences**

---

**Wide distribution of  
e-newsletter sent  
every week**



Dear Space Riders,

We hope you are all having a good show with us last weekend.

Everyone's favourite band of vodka swigging criminals return to the Flying Saucer Club on Friday 3rd February. **VulgarGrad** are the only band in the country that play music by, for, and about Russian thieves: raucous drinking songs, melancholy waltzes, manic oompah and hot Soviet-era swing. Limited seating is available, so be sure to get in quick!

### New Show Announcements



Fri 3rd February  
**VulgarGrad**

VulgarGrad are returning to the Stage this February so brace yourselves for music by, for, and about Russian thieves: raucous drinking songs, melancholy waltzes, manic oompah and hot Soviet-era swing. Time to get your stomps on!

Limited Seating  
[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)



Sat 4th February  
**The Badloves**

'Get On Board' space riders for a night of awesome tunes with Aussie favourites, The Badloves as they bring you all their hits including: 'Lost', 'Memphis', 'I Remember', 'The Weight', 'Memphis' and 'Green Limousine'!

Premium Seating Available  
[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)



Sat 26th March

**Peel Slowly & See: 50th Anniversary of 'The Velvet Underground & Nico'**

The Spoils (featuring members of Mick Harvey, Something for Kate, Hugo Race & The Gin Club) reprise their Flying Saucer Club SOLD OUT performance from 2015 of 'The Velvet Underground & Nico' arguably one of the greatest debut albums of all time to celebrate 50 years since its release.

[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)

### This Weeks Shows



Fri 2nd December  
**Diesel**

[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)



Sat 3rd December  
**Jack Howard & The Ambassadors of Love**  
play Bacharach

[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)



Sun 4th December  
**Alyce Platt & The Fish Shop Collective**  
Special Xmas Show

[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)

### Next Weeks Shows



Fri 9th December  
**Thee Marshmallow Overcoat**  
present 'Psychedelic Yuletide'

[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)



Sat 10th December  
**Scarecrow - The Mollencamp Show**

[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)



Sun 11th December  
**Michael Oliphant & The Second Hand Spacesuit Tour**

[Read more](#)

[BUY TICKETS](#) [f](#) [t](#) [s](#)

## E-Newsletter Banner Ad Placement

The Flying Saucer Club uses a professionally designed email template for our weekly newsletter which ensures that your business/organization will be represented in an appealing fashion via a professional layout. There are a number of areas where you can place an Ad on our E-Newsletter as follows;

### EMAIL AD - TIER LEVEL 1

Situated at the top of the newsletter next to our logo.

This is a prime position and recipients will have an instant view of your ad upon opening the email. This is a highly recommended option for drawing immediate attention.

## EMAIL AD - TIER LEVEL 2

Positioned approximately halfway down the newsletter

### Upcoming Shows

Fri 16th December	Boom Crash Opera
Sat 17th December	Sun Rising - The Songs That Made Memphis
Sun 18th December	Vika & Linda
Fri 23rd December	Broads
Sat 24th December	Steve Poltz (USA)
Fri 30th December	Soul Sacrifice - A Tribute to Santana
Sat 31st December	Raw Brit's New Years Eve Countdown
Sun 8th January	Bowie Unzipped
Fri 13th January	AC/D SHE
Fri 20th January	Natalie Gauci
Sun 22nd January	Michele Forbes - CD Launch
Wed 26th January	Jim Hocking & Geoff Achison - Guitar Showdown!
Fri 27th January	Jack Howard's Epic Brass
Sat 28th January	Ross Wilson & The Peaceniks

[BROWSE MORE GIGS](#)

## EMAIL AD - TIER LEVEL 3

Positioned ahead of news and other promotions

### Flying Saucer Club News



Our [Flying Saucer Club T-Shirts](#) are made from 100% Cotton and are sure to last you even through the roughest of mosh pits. They make a great gift for that special music lover in your life, or even to add to your own growing collection! Offering both Mens and Ladies styles, we have a wide range of sizes as well as t-shirt and logo colours to suit all tastes.



Do you know someone who loves live music? Treat them or yourself to one of our [Gift Vouchers](#), with a range of prices to suit all budgets.



**XMAS PARTY BOOKINGS**  
Looking to have an out of this world Christmas Party this year? Don't leave it to the last minute, check out our variety of upcoming gigs and enquire about or group bookings offers. Send us an email to [info@flyingsaucerclub.com.au](mailto:info@flyingsaucerclub.com.au)

## EMAIL AD - TIER LEVEL 4

Positioned after news and other promotions

### Coming up at our sister venue the Satellite Lounge...

Sat 3rd Dec Wendy Stapleton presents 'The Swinging '60s'  
Fri 9th Dec Tex Perkins & Murray Paterson w/ Adalita  
Sat 10th Dec Party Girls - A Very Retro Xmas  
Fri 16th Dec Bob 'Bongo' Starkie presents 'Million Dollar Riff'  
Sat 17th Dec Leave Your Hat On - The Music of Joe Cocker  
Fri 23rd Dec Grand Wazoo - Kings of Soul  
Sun 15th Jan Ed Kuepper - Solo & By Request!  
Sat 21st Jan Ramble Tamble - The Australian Creedence Show  
Sun 22nd Jan Chris Willson & Guests  
Fri 27th Jan Guitar Showdown! feat. Jim Hocking & Geoff Achison  
Sat 28th Jan Scarecrow - The Mellicamp Show  
Fri 3rd Feb Deborah Conway, Willy Zyglis & The Beggars  
Sun 5th Feb 'A Spoonful of Cream' presented by Paul Wooley & Shannon Bourne  
Sat 11th Feb Raw Brit  
Sun 12th Feb Mental As Anything  
Thu 16th May Slim Jim Phantom Trio

Joined via <http://www.flyingsaucerclub.com.au/>

Try view on your [Smartphone](#) or [Unsubscribe](#)



## EMAIL AD - TIER LEVEL 5

Positioned within the footer of the newsletter





**Targeted Email Campaigns - Banner Ad Placement**  
 The Flying Saucer Club professionally designs email campaigns that are highly appealing and which capture attention instantly. For targeted email campaigns, we offer ad placement in one area of the email as shown on the graphic.

As targeted email campaigns are occasional and not on a regular basis, we can place you on a notification list for when an advertising opportunity may arise.



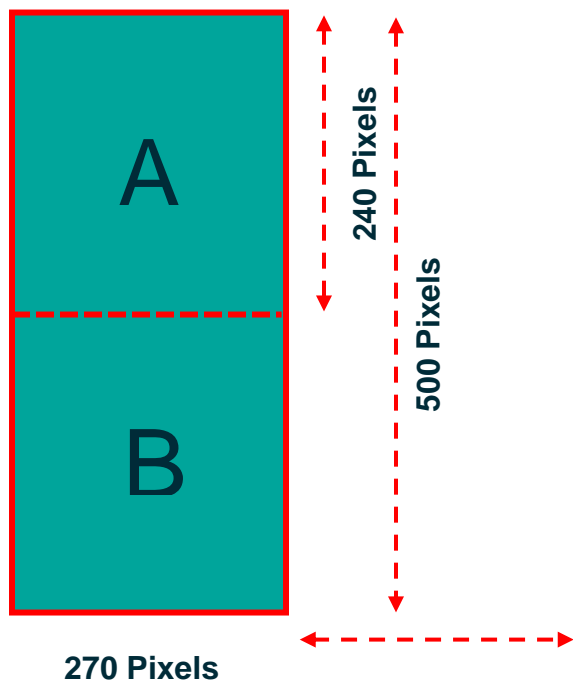
## EMAIL AD - TIER LEVEL 5

Positioned in between the main body and the footer of the email

# AD SPECIFICATIONS

Please ensure that your ad design meets the following size requirements and that it is in JPG or GIF format with a web resolution of 96 RGB

## WEBSITE AD SPECIFICATIONS



Please ensure that your Ad is saved in either jpg or gif file formats and doesn't exceed 1MB in file size.

## E-NEWSLETTER AD SPECIFICATIONS

### TOP PROMO BANNER AD



### CONTENT BANNER AD





## **Flying Saucer Club Advertising Terms and Conditions**

1. Subject to these Terms, The Flying Saucer Club will use its reasonable endeavours to publish advertising submitted by Clients ('Advertising') in the format submitted by the Client and in accordance with the placement instructions of the Client.
2. By submitting Advertising for publication, the Client warrants to The Flying Saucer Club that the Advertising does not breach or infringe: (a) the Trade Practices Act, Fair Trading Acts (State) and equivalent legislation; (b) State and Commonwealth anti-discrimination legislation; (c) any copyright, trade mark or obligation of confidentiality; (d) any law of defamation or obscenity; (e) any law of contempt of any court, tribunal or royal commission; and (f) any other law (including but not limited to any common law, statute, delegated legislation, rule and ordinance of the Commonwealth or any State or Territory).
3. All advertisements are subject to final approval by The Flying Saucer Club so as to ensure protection of the Flying Saucer Club brand. As such, The Flying Saucer Club has the right to request amendments to advertisements or refuse advertisements deemed inappropriate at any time.
4. Once an advertisement has been approved, a booking confirmation and invoice will be emailed to the Client detailing the arrangements including cost and commencement/finishing date(s).
5. The Client must promptly: (a) check proofs of any artwork provided to the Customer by The Flying Saucer Club; and (b) notify The Flying Saucer Club of any errors in the proofs.
6. Final advertising material provided by the Client must be submitted and approved at least 3 business days prior to commencement of the campaign.
7. Payment must be made within 7 days of receipt of invoice. Please note that advertising is not confirmed until full payment has been received.