

Advertising Options and Rates

Social Media

Why should you use ET's social media advertising options? Well, here are some of the basic figures about our channels:

- 9,806 Twitter followers
- Over 150,000 Tweet impressions during March 2022
- 1,239 Instagram followers
- 1,288 Facebook page followers
- Facebook page posts reached over 3,000 during March 2022

(Figures up to 31 March 2022)

Package	Includes	Price
1	THE STANDARD <ul style="list-style-type: none">• A minimum of eight Tweets spaced out over an agreed timeframe, including suitable hashtags and tagging in venue, theatre company, plus others as relevant (subject to character count)• One Instagram Post, including all hashtags and people tags• One Facebook Post to our Facebook page <p>One Tweet and Facebook Post will be pinned to the top of our threads for at least one week.</p> <p>ET will write all content and provide a copy for approval if requested.</p>	£30
2	THE EXTRA <p>As above; eight tweets, one Instagram and one Facebook post, all copy written by ET. But we'll pin the tweet and Facebook posts at the top of our feed for one week.</p>	£35

Want something different? Just tell us what you are thinking and we'll give you a quote.

We also offer discounts for social media + banner packages or multiple weeks. Just tell us what you need and we'll give you a quote.

For further details on any packages, email us at advertising@everything-theatre.co.uk

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Banner Advertising

Why should you advertise on the ET website? Here are some figures to show you why it can be very cost effective in reaching your target audience:

- We had over 7,000 **unique** web visitors during March 2022.
- All banners appear on every page visited.
- Prices are per week.

Main body of page	VERTICAL BANNER £15	Square Banner 1 £18
		Square banner 2 £15
		Square Banner 3 £15

Featured Promo Page

This is a dedicated page on our site that you can call your own, which can be a great resource if you don't have your own website. For £50 we will host and update the page at no additional cost for one year, with all the following benefits:

- Your press release and images presented on an easy to access page
- Your own unique URL to share with others, to direct them to your show details
- Links to relevant booking sites for your show
- Links to your own social media channels, to encourage people to follow you
- Free updates for 12 months, such as adding links to good reviews, new show dates, etc. You would simply need to send us the required information to include

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- Pre-agreed social media posts via Twitter, Facebook and Instagram to promote page and show, timed around show dates