



pubscene.com.au

Your essential Adelaide pub/club/bar Guide

Pubscene.com.au the ultimate website guide to pubs, clubs and bars is coming to Adelaide.

Whether it's a quiet drink with a friend, a few beers on a Friday night or a full bore, take no prisoners, all weekend long extravaganza, pubscene has everything users need to ensure they hit the right venue at the right time everytime.

Searches can be performed across our massive database including venue info, what's on and happy hours. Users can also check out the photos from last weeks escapades, discuss all the goss in the user forums, design their own big night out and much, much more!

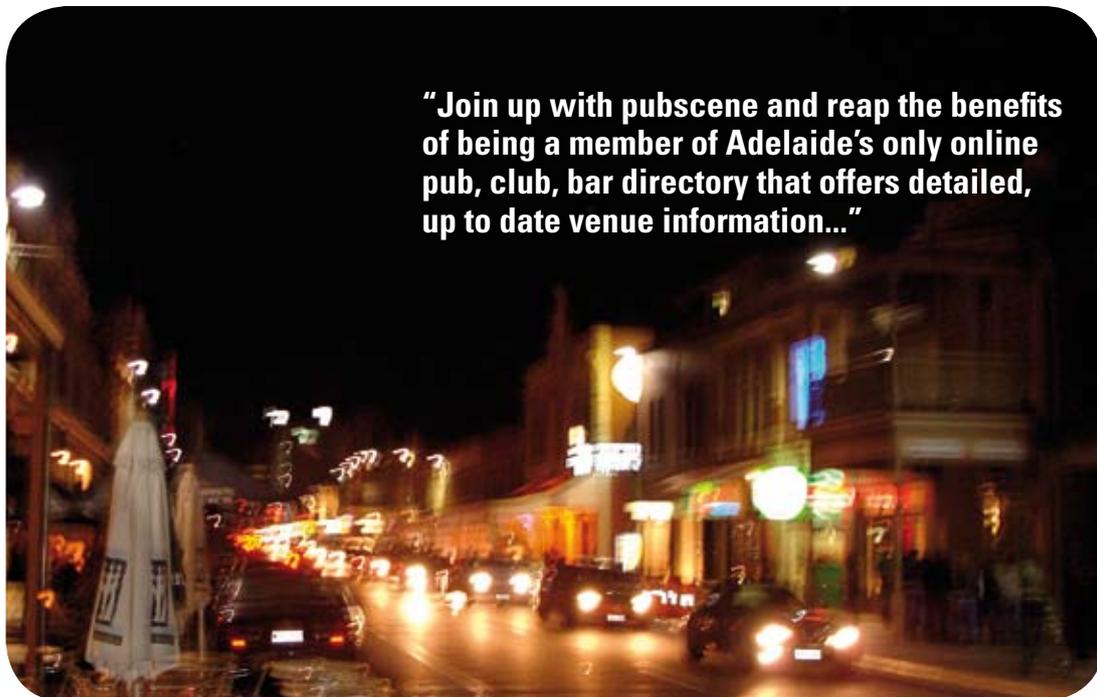
This is your venue's chance to join up with pubscene and reap the benefits of being a member of Adelaide's only online pub, club, bar directory that offers detailed, up to date information about Adelaide venues to consumers.

Discover the numerous benefits inside this brochure...



Be a part of
Adelaide's premier
pub/club/bar guide...

"Join up with pubscene and reap the benefits of being a member of Adelaide's only online pub, club, bar directory that offers detailed, up to date venue information..."





"Venues receive a dedicated, personalised section entirely for them. All of the important info you want the public to know about, in an easy to find location."

What pubscene can do for you –

As one of Adelaide's great venues this is your opportunity to maximise your marketing dollar and reach thousands of potential customers via one medium. Join now, get your details on the website and enjoy these member benefits . . .

• **Huge exposure to unlimited new customers**

Pubscene is set to take Adelaide by storm, with an aggressive online and offline marketing campaign.

With a large internet presence and devoted user base, being a member of pubscene will improve your visibility on and off the internet. Whether it be a local or visitor, pubscene.com.au is their one stop shop for the Adelaide scene.



"Users can sign up to automatically receive emails at the start of every week with everything that's going on at your venue that week."

• **Stand out from the crowd**

Being a member of pubscene means having your own unique identity on the website. With a comprehensive section devoted entirely to your venue, you have the ability to highlight your features and make yourself known. Advertising also provides added impact and visibility.

• **Access to pubscene's membership database**

Pubscene provides continuous exposure of your venue to our growing membership base. Get involved in our e-news, special offers, promotions and competitions allowing direct access to our members.

• **Boost your revenue at minimal cost**

Signing up with pubscene means getting the most bang for your marketing buck. Compare our low rates to other forms of advertising, coupled with our huge marketing reach and you'll see that you can't afford not to be on the site!

• **Advertise directly to your target audience**

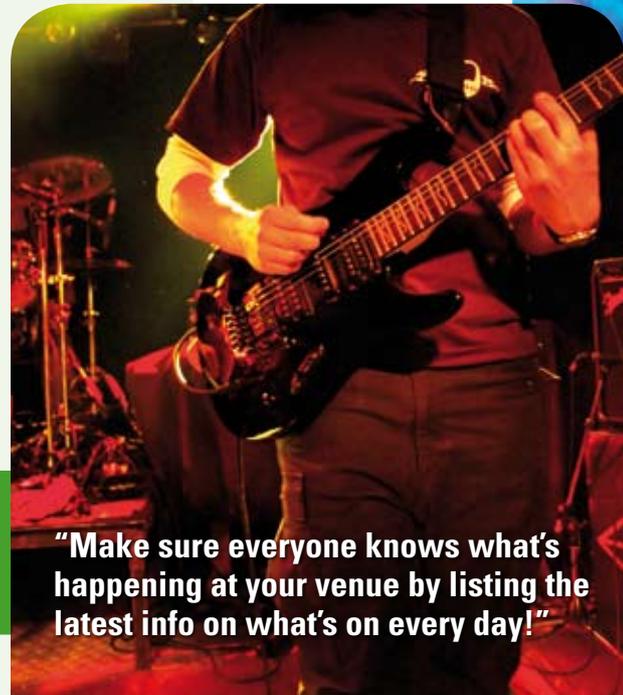
Being a member of the pubscene community means gaining a competitive advantage over your rivals in Adelaide's market. Pubscene is aimed specifically at the pub/club/bar crowd of Adelaide, assisting you to build long term relationships with your customers.

What's included with your membership?

Annual membership includes:

- Detailed, personalised venue profile
- Dedicated pages for your various facilities
- Easy and quick to use on-line management section
- Your own detailed Events Calendar
- General Happy Hours Listings
- Silent Happy Hours Listings for pubscene users
- Venue photos and ongoing Crowd Snaps display
- Highlight your restaurant, counter meals and beers on tap
- Automatic emails to subscribers of what's on every week
- Hot, new satellite imaging and mapping of your venue
- Booking forms allowing users to contact you via email
- Your function booking details for users to research
- Prestige via inclusion in our annual pubscene awards
- MUCH, MUCH MORE!

See the back of this brochure for special offers!!



"Make sure everyone knows what's happening at your venue by listing the latest info on what's on every day!"



"Happy Hours: Let everyone know about your great drinks deals, and list specials just for pubscene users."

How usage and success of the website is evaluated...

Most forms of advertising prove difficult to evaluate how successfully you are really reaching the consumer. How many people are viewing your actual advert? How many of your patrons are a direct result of your individual marketing efforts? What are the reasons behind people visiting or avoiding your venue? At pubscene we take the guess work out of marketing:

- View detailed statistics of how many consumers are viewing your venue info, what they are viewing and when.
- Our advertising banners are strictly pay per view, so you only pay by people that actually see your banners.
- See the direct results of your marketing by partaking in promotions and offering drinks specials on pubscene.
- Gauge the thoughts and feelings on your venue by your actual target audience, by reviewing the user forums.



Advertising Opportunities

Choose from a variety of high-impact advertising options to promote your venue, happy hours or special events.

Advertising Banners. Promote your venue directly to your target audience with our range of advertising banners. Banners are placed for high impact and maximum exposure.

Sponsor weekly emails. Every week emails are sent to our subscribers of what's on at the various venues. Sponsor the email to advertise your venue in a big way.

Sponsor monthly e-newsletter. Each month an email newsletter is sent to our user base. Sponsoring the newsletter is the perfect way to make yourself known.

Value-Add Services

Enhance your exposure on the website with our range of value-add services.

Enhanced Listings. Stand out from the crowd with your venue information highlighted. Your details will appear in bold for all venue, what's on and happy hours search results and listings.

Website/Email Redirection. Don't have your own website? We can register the website name of your choice and redirect it to your pubscene dedicated venue page! Email included!

Venue Focus Article. Send your venue's exposure through the roof with an article displayed on the homepage dedicated to you. Only one Venue Focus article exists for each month.

Weekly Data Entry. Pubscene staff can input your dynamic information into the website every week including what's on, happy hours and crowd snaps.

Crowd Snaps Session. The pubscene crew can take a session of crowd photos to display on the website. Just let us know the date and time!

Bar Girl / Guy of the Month. Promote your venue and show off your bar staff as the Bar Girl or Guy of the Month.

Photos and Q&A session conducted by pubscene.



"Easily promote your venue by publishing your own crowd photos to the website, or enlist the pubscene crew to take them!"

"Trust pubscene to get your message out properly. We are dedicated to the Adelaide scene, providing intimate knowledge of the landscape and your target audience."

How pubscene will attract consumers...

Pubscene is set to take Adelaide by storm, with an aggressive online and offline marketing campaign. We are implementing a range of high-impact marketing strategies to ensure the website and in turn your venue receive maximum exposure. Our large marketing push includes:

- Powerful direct and online e-marketing campaigns.
- Publicity and advertising in Adelaide's street press, mainstream newspapers and radio.
- Competitions, promotional events and annual awards, generating both consumer and media interest.
- Blanket coverage with promotional material through related Adelaide business sectors including tourism outlets, universities, hotels, backpackers and many more.



Great Introductory Offers!

Free trial available for first 3 months website is live!

Get in before pubscene is launched and receive a free 3 month trial to test us out. Being a part of our free trial period allows you to discover the many benefits that pubscene provides, at no cost. See how easy it is to get your info on the website and the subsequent massive exposure it gives you. Usage stats and success evaluation included!



20% discount on first year. Sign up your first years membership prior to the website's launch in Adelaide and receive 20% discount for the first year on all features including membership! This means any form of advertising and value-add services you take up are subject to the discount.



FREE Crowd Snaps Session. First 50 memberships receive a FREE Crowd Snaps photo session taken by the pubscene crew. Your choice of when to have the session means you can schedule it for a special event or popular night. Get in early and reap the benefits of a crowd snaps shoot providing front page exposure on the website.

Contact us to sign-up, request more info or organise an on-site demo of the website!

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