



# Flush Media

## ABOUT FLUSH MEDIA

In 2002 Flush Media was set up by and continues to support the Byron Youth Service. Flush is a unique advertising service taking an innovative approach to marketing in the Northern Rivers.

We install A4 frames on the back of toilet doors, next to mirrors and hand dryers in busy venues - mainly popular restaurants, bars, cinemas, gyms and shopping centres throughout the Northern Rivers. This creates effective advertising space for your business or organisation which is hard to avoid and almost impossible to ignore.

This form of advertising delivers your message to a truly captivated audience. There is no competition for the individual's undivided attention - they cannot change the channel or turn the page. In fact, studies show that people spend between 1- 4 minutes in a bathroom viewing your ad. Newspapers and other printed media only get viewed for 3 - 5 seconds. Compared to print advertising, Flush Media is also extremely cost effective - we offer the best value advertising medium on the market.

We are the sole advertising group of this kind in the Northern Rivers - we give you the opportunity to target a new audience in a unique and memorable way.



## THE FLUSH ADVANTAGE

Due to 90% of our frames being installed in toilets, we are the ONLY form of advertising with gender specific applications. This gives you the opportunity to send a different message about your business to men and women, or if your business only services one gender group, you can target them directly.

Flush Media is easily adaptable. Design can be changed, updated or moved to a new venue monthly.

We have a wide range of venues. Choose venues frequented by the people you want to reach.

A single frame could be seen by up to 5000 individuals a week.

This medium has a retention level unsurpassed by any other advertising. Your Ad is seen and remembered.



*"Be Waxed and Tanned is a relatively new business in Byron and an important part of my strategy to establish my business can be attributed to the exposure I get from using Flush media. I ask every new customer where they heard about me and the venues my Flush Media posters are in are always mentioned. This advertising more than pays for itself and due to the quirky nature of the advertising, people remember my ads and where they have seen them. The team at Flush worked out a budget that fits in with my monthly marketing spend and I can choose/change my venue every month if I want to target a specific audience"*

**Carla Preston, Owner, Be Waxed and Tanned, Byron Bay**



*"The Northern Rivers Gambling Service, a community service provided by The Buttery was one of the first to use Flush Media in Byron Bay. The professional, innovative approach to advertising provided by Flush Media has proven to be a very effective way of promoting our service in a discrete way to members of the community. Flush Media ensures that the advertising is maintained, is presented in an attractive way and is placed in a spot where it grabs people's attention and holds it while they are otherwise engaged. I can highly recommend Flush Media and its team to anyone considering advertising in the Northern Rivers"*

**Barry Evans, The Buttery, Bangalow**



For more information please call or email us on  
M: 0416 759 093 E: [trudy@adheremarketing.com.au](mailto:trudy@adheremarketing.com.au)  
[www.adheremarketing.com.au](http://www.adheremarketing.com.au)



**Flush  
Media**



## VENUE LIST

Our wide range of venues ensures we capture a broad variety of target markets. We select venues in consultation with you that capture the audience you want to reach.

### BYRON BAY

- Miss Margaritas
- Sticky Wicket Bar
- Treehouse on Belongil
- The Mez Club / BayLeaf
- St Elmo Bar & Restaurant
- Byron Gym
- Main Street Burger Bar
- Pighthouse Flicks Cinema
- Byron Bay Dive Centre
- Byron Bay Golf Club
- Byron Bay RSL
- Bay Lane Restaurants
- Feros Shopping / Restaurant Arcade
- The Rocks Café
- Yoga Arts
- Byron Theatre & Community Centre

### BYRON BAY

- Cavvanbah Arcade
- Pier Arcade
- Byron Youth Service / YAC
- Basiloco Trattoria

### LISMORE

- Southern Cross University
- The Rous Hotel
- The Richmond Hotel

### BALLINA

- Ballina Fair Cinema
- Hotel Henry Rous

## CAMPAIGN RATES

2 frames = 1 venue if Men's and Women's advertising required

4 frames	\$200
8 frames	\$350
15 frames	\$600
30 frames	\$1000
45 frames	\$1300
60+ frames	Please call to check availability

All prices are per calendar month and exclusive of GST

Prices quoted are per month. Discounts available for longer term bookings

## CALL US NOW TO BOOK YOUR SPACE

Waiting lists may apply for popular venues/holiday periods. Ask us about package deals with Cinema advertising and inclusion in our in-room compendium **Byron Inside Out**