



SPINIFEX
BREWERY
— CABLE BEACH —



**ADVERTISING
OPPORTUNITIES**



ABOUT US

Spinifex Brewery Cable Beach is Broome's first-rate, family-friendly destination.

Open 7 days a week for lunch and dinner, it's become a favourite spot for locals and tourists looking to enjoy great food, drinks, and atmosphere.

We offer advertising opportunities across several digital screens throughout the venue, giving your business valuable exposure in one of Broome's busiest hospitality hubs.

DIGITAL DISPLAY OVERVIEW

The venue is equipped with four indoor 65" screens, the largest outdoor LED screen in the Kimberley (measuring 5000mm x 3000mm), and an additional 65" outdoor screen facing the Gubinge Gardens.

Advertising currently runs on three screens: one indoor screen, the main outdoor LED screen, and the Gubinge Gardens screen.

All advertising content is displayed on a rotating schedule, with limited sports and music content shown at various times during the week.

In addition to screen placements, we also offer **tap decal advertising** on our digital beer taps at the main bar. These eye-level placements allow your brand to be seen by customers right as they order, offering high visibility and consistent exposure throughout the day.

SCREEN ADVERTISING RATES (excl. GST)

Static Image (7-second display, rotated approximately every 10 to 15 minutes)

- Local Broome business (max 2 employees), charity, volunteer organisation: FREE
- 3-10 employees: \$50/week
- 11-20 employees: \$100/week
- 20+ employees: \$125/week

Video (Maximum 30-second display, rotated approximately every 10 to 15 minutes)

- Local Broome business (max 2 employees), charity, volunteer organisation: FREE
- 3-10 employees: \$95/week
- 11-20 employees: \$185/week
- 20+ employees: \$230/week





DIGITAL TAP DECALS ADVERTISING RATES (excl. GST)

Standard Visibility – \$5 per decal per day

(10-second ad played every 5 minutes, monthly terms only)

Enhanced Visibility – \$25 per decal per day

(10-second ad played every minute, approximately 4 cents per play)

Tap Takeover – \$50 per decal per day

(10-second ad played every 30 seconds during venue opening hours, approximately 1,200 plays per day at 4 cents per play)

NEED HELP CREATING YOUR AD?

If you don't already have an advert produced, we offer assistance for \$250 + GST.

If you have an existing ad that requires adjustments, reformatting costs typically range from \$50 to \$100 + GST depending on complexity.

If you're interested in learning more or would like to secure your spot, feel free to reach out via email at marketing@spinifexbrewery.com.au.

Let us help put your brand in front of a wide and engaged audience at Spinfex Brewery Cable Beach!