

YELO

music, arts & culture

yelo.live

Gig guides, venue love, artist
stories and things worth
leaving the house for.

HOW GIGS GET INTO THE GROUP CHAT

YEL0 puts local gigs, venues and artists in front of Sunshine Coast music audiences when plans are being made:

- what's on this weekend
- where should we go?
- what should we drop in the group chat
- what keeps popping up

Seen on YEL0

→ sent to the group chat

→ turns into a plan.

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YELO SNAPSHOT

WEBSITE:

approx. 13,000+ users in the past 12 months

GOOGLE DISCOVERY:

50,000+ search impressions per month

INSTAGRAM:

2,500+ followers, around 40,000 views in the past 30 days

CONTENT PERFORMANCE:

Selected Instagram posts reaching 3,000 to 10,000+ accounts

BROADCAST VISIBILITY:

Weekly local music segment on ABC Sunshine Coast

GIG SNACKS

Small bites. Loud results.

QUICK BITE \$50

One shareable promo story with ticket link

PROMOTE YOUR SHOW \$80

Promo story + one YEL0 social post shared across Facebook and Instagram

GIG GUIDE POP \$100

Promo story + YEL0 social post + one featured gig-guide placement

FEATURE SLICE \$250

Journalist-led feature story with supplied photos + two social posts



MEMBERSHIPS

Ongoing support. Built for the long game.

VENUE MEMBERSHIP \$80/MONTH

Ongoing visibility, gig promotion and YEL0 coverage for live music venues.

ARTIST MEMBERSHIP \$120/MONTH

Ongoing editorial guidance, EPK support and promotion for selected artists.