

Publicity Information

For the 2025 season, the Minack Theatre will not be producing any paper based promotional literature (e.g. a seasonal brochure), though there will be a short digital brochure downloadable from our website. We will be providing online marketing via our website and will support performing companies with social media and press campaigns as appropriate.

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Summary

We will provide your production with:

- A dedicated page on our website
- Issue of your press releases to regional media if requested
- Inclusion in digital season brochure
- Inclusion in the Minack's press releases, as appropriate
- Inclusion in targeted advertising and listings as appropriate
- Liaison with local media where required/requested
- Promotion on Social Media
- Support in the creation and issue of your programme if required

To help us promote your production, we would be grateful if you could supply us with all text and images as soon as possible. (Except for your programme content – see below.)

When you send your marketing materials, please make sure you confirm the following as you wish them to appear on our website or in social media:

- Production title
- Author/s name/s
- Other essential credits (e.g. credits required by contract)
- Age guidance (if required)
- Content guidance (if required)
- Company name
- Social media tags
- Name and contact details of your publicity team (not for publication)

1 Production copy (web and brochure)

- a) Please supply your promotional text for inclusion in our webpage. We recommend 150 – 200 words, but the length can be flexible. If you wish you may also include biogs. for cast and crew, production interviews, reviews or other information. These will be included as click through lists on the page.

- b) Please provide a short snippet about your event for the digital brochure. max 30 words. This brochure is downloaded from our website by members of the public many thousands of times during the year, and the link is also distributed by local TICs and accommodation providers, so make sure your snippet will catch people’s attention.

2 Images

Please supply a landscape image to be the website banner which represents your production. This is usually the principal production artwork but may be a photograph or other image if you wish. The image will form the header to your page on our website and may be used by us in social media advertising.

Recommended dimensions: 2000 x 1000 px

Minimum size: 1200 x 600 px **Aspect ratio:** approx 2 : 1 (landscape) **File type:** JPEG (strongly preferred)

PNGs are acceptable (i.e., if transparency is required), but result in **much larger file sizes** and slower load times.

Recommended file size: Under 1 MB (ideally 500-800 KB)

Resolution: 72 ppi (standard for web)

The image should work both as a square crop and as the wider masthead crop above. Please ensure there's enough space around the main subject to allow for both formats.

Please ensure there is no key content near the side or bottom edge (approx. lower 1/5 of the image) as this **will be cropped** by the angled feature on mastheads and also on smaller devices (mobile).

IMPORTANT

- Keep the main subject or focal point **centred** or in the middle third of the frame (this is essential for mobile crops).
- Avoid any **text, logos or overlays**.

Here are examples of how the same image may appear on different platforms.



Masthead



Mobile masthead



Event card

If you have additional production photos you would like to send, we can create a gallery within your webpage. Please make sure you include any photographer/artist credits required.

3 Videos

We can embed video links into your webpage, if you have a trailer or other promotional video footage you would like us to include on our website and on social media.

4 Press releases

If you would like us to circulate your press release to regional media, please send it to us as soon as it is available (with release date, if required).

5 Posters

We ask you not to send any printed material (eg flyers or posters) to promote your show on site, as we are aiming to minimise paper wastage. However, we do ask you to send us a print quality pdf of your A4 poster (portrait, please). We have a couple of display boxes on site and locally and will print off copies of your poster for display.

6 Banner

The Minack will pay for a promotional banner to be displayed on site at the Minack Theatre in advance of your production. The banner is 8' x 2', printed on weatherproof pvc and will be displayed on the fencing around the entrance to the theatre.

Artwork specification for your designer

If you understand artwork preparation, the spec is: PDF: CMYK / 150dpi minimum / full size inc 20mm bleed / fonts to outline

If you need further details: Create your design at full size: 8' x 2' / 244cm x 61cm. Allow 2cm bleed all round. Images must be converted to CMYK colour mode. Make sure to convert any Pantone colours you have used. (There is a colour shift of some Pantone colours when converted to CMYK so we cannot guarantee an exact match.) Image resolution at a minimum of 150dpi. Lower resolution may cause images to appear blurry, particularly if you are working with a small image to begin with. All fonts should be converted to outlines/curves/shapes. Please supply your finished artwork as press-ready PDF files: full size with bleed / 150dpi minimum / CMYK / fonts to outline

If you require assistance with creating your banner artwork, please ask and we'll put you in touch with our very helpful printer.

Essential text

As well as the title of the show and the performance dates the artwork must include the Minack Logo and the following text in clear, large print.

Advance booking essential
minack.com 01736 810181



7 Programmes

We encourage companies to produce a digital programme to be issued FREE to all ticket purchasers. This saves you print costs and reduces environmental impact.

Digital programmes should be supplied as a single pdf document and must be less than 8mb in size. Please remember that most people will read your programme on a mobile phone. We recommend you aim for simplicity of layout and clarity of print in your design. Your finished programme should be sent to the Minack **at least 3 weeks prior to the opening night** of your production.

If you prefer to supply a printed programme you are welcome to do this. Provided you supply your own programme sellers, we will not apply any merchandise charge. If you need our staff to sell your programme, you will need to discuss this as part of your contract with us.

8 Display Screen

There is a digital information screen at the theatre entrance, which shows information for visitors on a short loop. This includes a poster and text information on the current show. Unfortunately, there will be nowhere to display production photos onsite.

9 Minack Logo

You are welcome to use the Minack logo on publicity related to your event.

There are 2 forms to the logo, please read the Usage Guidelines supplied to ensure you use the correct version. You can download the [logo and guidelines here](#).

Please send all marketing content to vanessa@minack.com

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