

## Publicity Information

To help us promote your production, we would be grateful if you could supply us with all text and images as soon as possible.

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:

- Event title
- Company Name
- Other essential credits (e.g. credits required by contract)
- 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- Name and contact details of your publicity team (not for publication)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/soundcloud

We can embed video or music 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 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](mailto:vanessa@minack.com)

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