

Marketing & Promotion

Digital Promotional Material

- Format; PNG or Jpeg
- Size; minimum of 300 dpi (dots per inch)
- Orientation; Portrait & Landscape

All events will be added to our website www.theprincesstheatre.co.uk.

Each show will have their own show page with all the details of the performance(s) and a link to purchase tickets.

The dimensions for the image used for your show page should be 800x450, which is 16:9 ratio, to get the maximum use of the image. Any wording on the image that you would like used for this should be kept away from the edges of the image. Should you not provide a specific image for this use, we will choose from your marketing material the best on that will suit the dimensions. Please be aware this may mean that the graphics are cropped and some of the text or imagery may be cut out.

Our Box Office system, Ticketsolve, will only allow images 100KB or less to be uploaded. This is mostly used on the backend of the website and for internal use only as our main What's On pages on our website will be what the customer sees first. However, once the customer goes in to buy tickets they will be able to see the back-end images, so if you would like an image to be used we would ask you to provide one that is of appropriate size.

The Princess Theatre and Arts centre send out a monthly e-newsletter on the 1st of each month to our Royal Members, this email is then sent to the rest of our mailing list 5 days later. Our mailing list stands at around 3000 members – shows that have gone on sale that month or are coming up with in the next 6 weeks will be included in this email at no charge. However, should you wish for an individual mail shot please contact marketing@burnham-highbridge-tc.gov.uk to discuss your options.

Print Promotional Material

The following publicity material is required for local distribution. As well as local distribution, we have A1, A2, A3, and A4 throughout the Theatre and four A0 poster frames on the outside of the building. We would request that any print materials are at the venue at least 12 weeks prior to the event although we suggest that they are sent as soon after the contract has been returned as possible. These are our MAXIMUM requirements.

- 1 A0 poster (external and optional)
- 1 A1 poster (optional but recommended)
- 2 A2 posters
- 3 A3 posters
- 10 A4 posters
- 250 A5 flyers

WE DO NOT OVERPRINT AT THE PRINCESS THEATRE

Publicity Material should be printed with the following

- The Princess Theatre Logo (attached)
- 01278 784464
- www.theprincesstheatre.co.uk
- Date, Time & Ticket Prices

There may be occasions in which we can accommodate a pop-up banner in our foyer, or a vinyl banner on the outside railings.

Vinyl banner dimensions 2500mm X 750mm

If you wish to use either of these options please contact marketing@burnham-highbridge-tc.gov.uk for approval.

All print promotional material should be addressed to:

Marketing Officer
The Princess Theatre
Princess Street
Burnham-on-Sea
TA8 1EH

At present we bring out our brochure tri-annually (covering Jan-Apr, May-Aug & Sept-Dec). All ticketed shows will be added to this brochure at no extra charge, however if you wish to advertise your theatre company or other business we offer space at a fee. Please contact marketing@burnham-highbridge-tc.gov.uk for a media pack should you be interested in this.

Local Media:

For split deal or bought in shows the Marketing Officer will contact local media outlets either:

- Before the show goes on sale, if an “on sale” date has been arranged
- Or, once the show has gone on sale if going on sale without a pre-arranged on sale date

And once again in the month leading up to the show.

For hirers it is recommended that you contact Mark Newman of Burnham-on-Sea.com to publicise your event at mark@burnham-on-sea.com. Burnham-on-Sea.com is the largest local media outlet in Burnham & Highbridge with thousands of visitors each day. They also have a large social media following.

Burnham & Highbridge Weekly News can be contacted via Timothy Lethaby, the editor of the newspaper and website. Timothy.Lethaby@newsquest.co.uk.

BBC Local radio can be contacted at somerset@bbc.co.uk

If you require more details or a press list please contact marketing@burnham-highbridge-tc.gov.uk