

A photograph of a theatre interior, showing rows of red seats and a red curtain in the background. The image is partially obscured by a large, semi-transparent orange rectangle that serves as a background for the text.

Vancouver Civic Theatres

Marketing Guidelines

Your Guide to VCT's Marketing Services

Complimentary Marketing Services

Website Event Listing

Facebook & Twitter Announcements

Digital Poster Displays

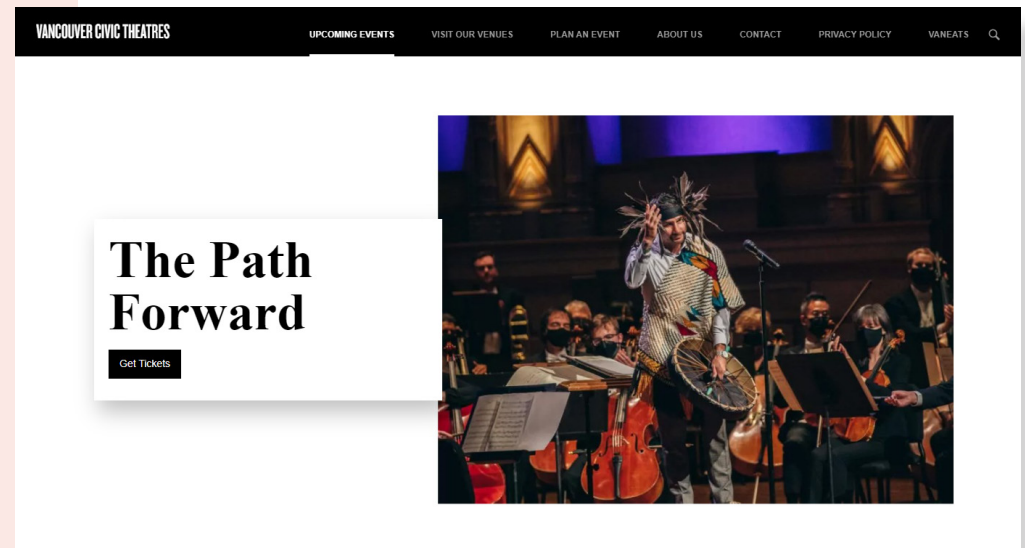
Outdoor Marquees

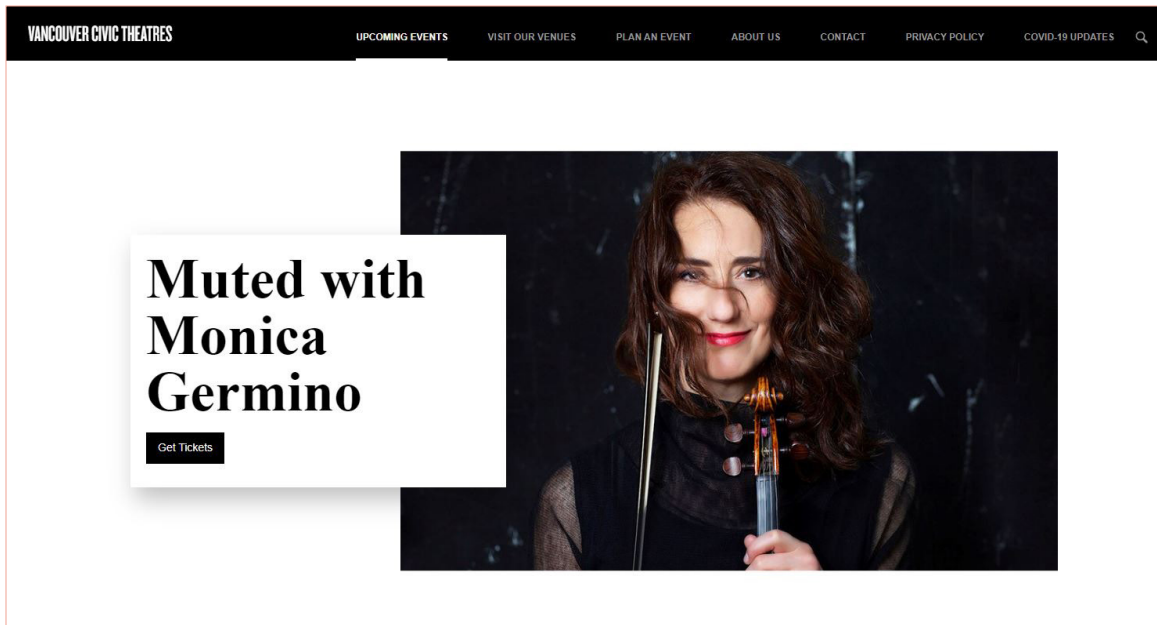
Rack Card Displays

Facebook Event Co-Hosting

Instagram Story Sharing

* Please note: Instagram sharing is not a guaranteed service. We will do so as time and space allows.





Vancouver Civic Theatres offers a number of opportunities to supplement your event's primary marketing strategies and increase your audience reach.

To be included in our event listings page, please submit your event details and marketing assets as outlined in our Marketing Guidelines.

What our events page looks like

This style image appears on desktop and laptop computers.

*Long event titles will be shortened by VCT to fit the floating text box.

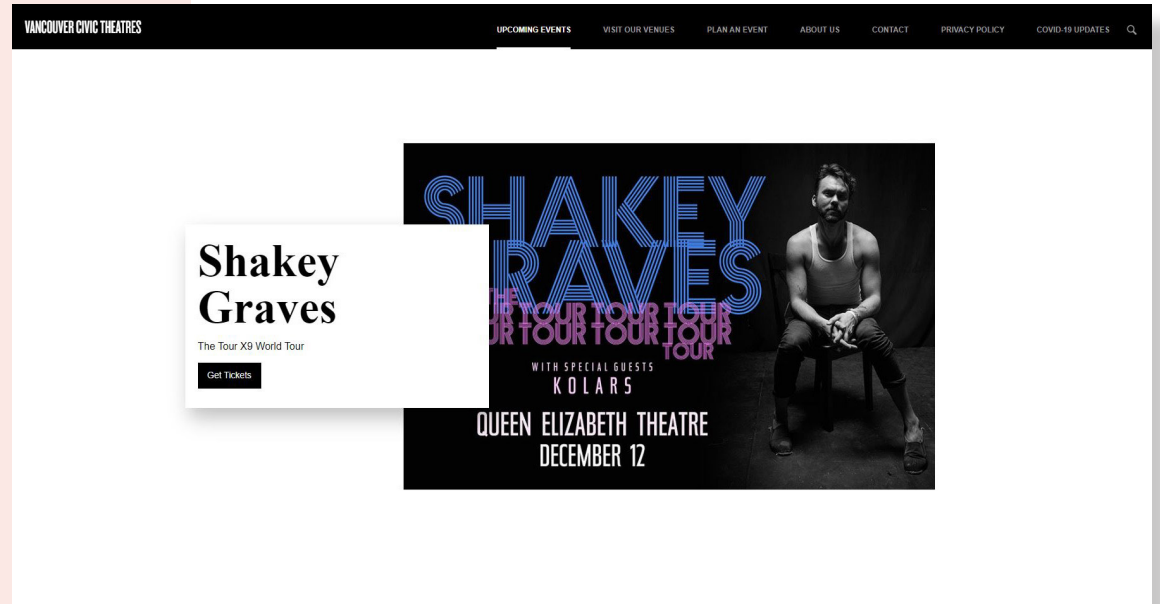
Website image

1820 x 1140 pixels in RGB colour mode jpeg

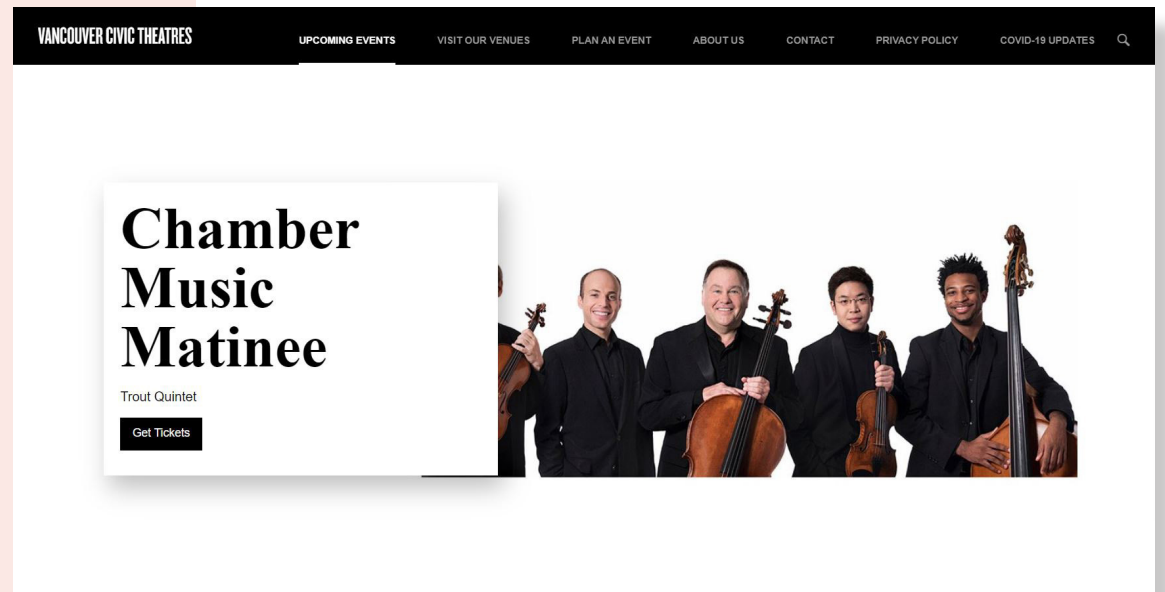
A press photo works best, with no text. Please allow for the floating box in the website template, on the left of the image. Logos should be placed on the right.

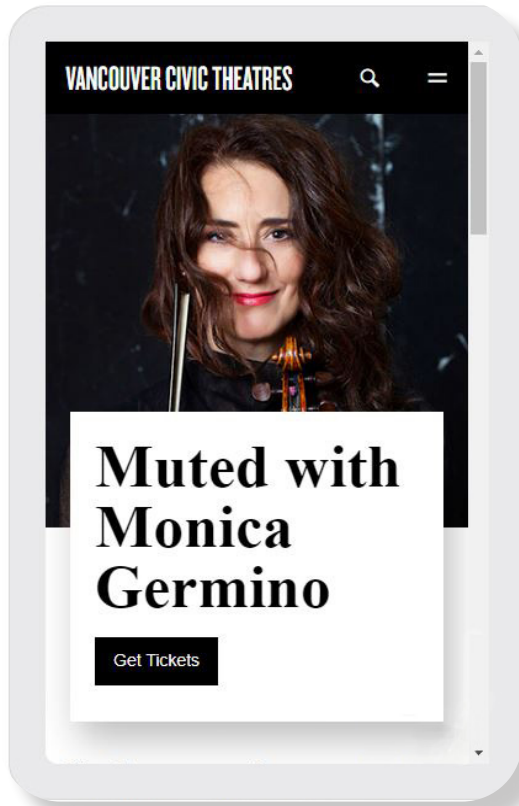


Poster style text and graphics are **not recommended**. This looks repetitive and will get cut off. All of your title info is displayed in the white floating text box. The event description and details will appear below the image.



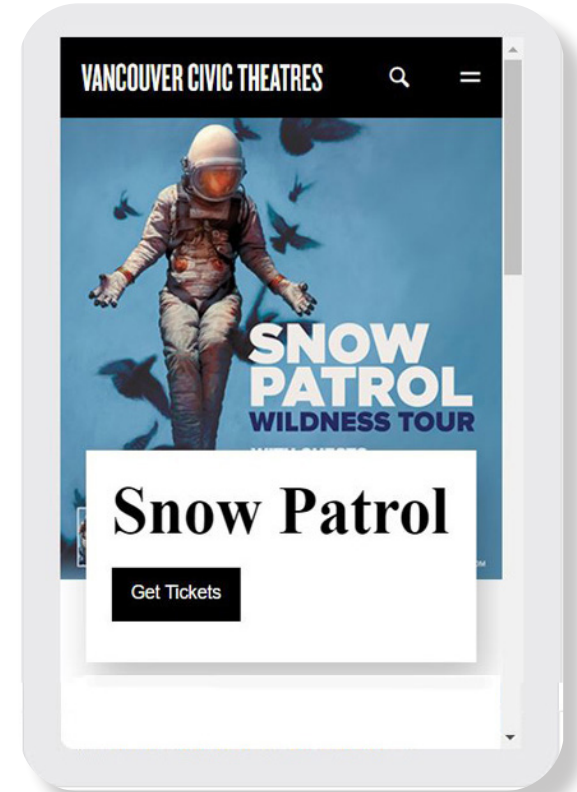
When providing press photos, be aware that part of the image on the left will be under the floating text box. If necessary, you can add a white border to the photo.





What our mobile site looks like

Part of the mobile image is cut off by the floating text box on the mobile site and in some desktop previews. It's best not to use text in the lower 25% of the image.



*All shows are listed on VCT's website, (unless private) if you do not provide images, VCT will choose an image to represent your event.

Mobile image

370 x 370 pixels RGB jpeg

This style image appears on the mobile site and as a preview for the desktop site.



Facebook - Twitter

1200 x 627 pixels

Keep info and images away from the edges as they can get cut off in some views. Minimal text is best.



Increase Your Social Media Reach

 @VanCivicTheatres

 @Vancivictheatres

 @Vancivictheatre

Facebook - Twitter

VCT will post your event to Facebook and Twitter (subject to availability on our social calendar).

As this a complimentary service, please note that social posts will be scheduled at our discretion. Social posts might not coincide with your announcement times and may occur after your official announcement or on-sale start.

VCT does not create Facebook events, but we will accept co-host requests if you tag us @VanCivicTheatres.

VCT does not offer Instagram feed posts but we will reshare content to our stories if you tag us @VanCivicTheatres (subject to availability in our social calendar). Please note that if you do not tag us in your stories, Instagram will not permit us to reshare them.

Reach Audiences in our venues

Digital Poster Displays

This is a potent marketing opportunity as VCT has nine high definition digital poster players at the Orpheum, the Queen Elizabeth Theatre and the Vancouver Playhouse, indoors and out. You can send your poster up to 6 months in advance of your event.

To be included send your image to vctmarketing@vancouver.ca

*VCT no longer accepts paper posters

Poster Image (Portrait)

1080 x 1920 pixels in RGB colour mode jpeg

Keep it simple as the poster is only displayed for seven seconds. For high impact, limit poster details to:

- event title
- event date
- venue
- ticket info



Other Services:

Outdoor Marquees

Your event will run on the outdoor marquees at your event venue, no design from you is necessary.

Rack Card Displays

You may also provide us with 250 printed rack cards for your event and we will distribute them to our three larger venues. Card stock at 4 x 9 inches vertical, is recommended.

Contact us

Marketing Department

vctmarketing@vancouver.ca

Booking and Events Department

vctbooking@vancouver.ca



Help Us Help You. Please send us:

- a press release or a short description of your event
- ticketing link and onsale date
- official social media channels for your artist and/or your organization

Please ensure your images are cropped to the correct sizes:

- Mobile image 370 x 370
- Website image 1820 x 1140
- Facebook optimized image 1200 x 627
- Digital poster image at 1080 x 1920

*When marketing your event **you must use the correct name and address of the venue.** We will not include your event on the VCT website if any information is incorrect in your ticketing link. We will not share posts that have the venue name wrong.

Official Names and Addresses

- Queen Elizabeth Theatre
630 Hamilton Street
- Orpheum
601 Smith Street
- ANNEX (not Orpheum Annex or anything else)
823 Seymour Street
- Vancouver Playhouse (never Playhouse Theatre)
600 Hamilton Street