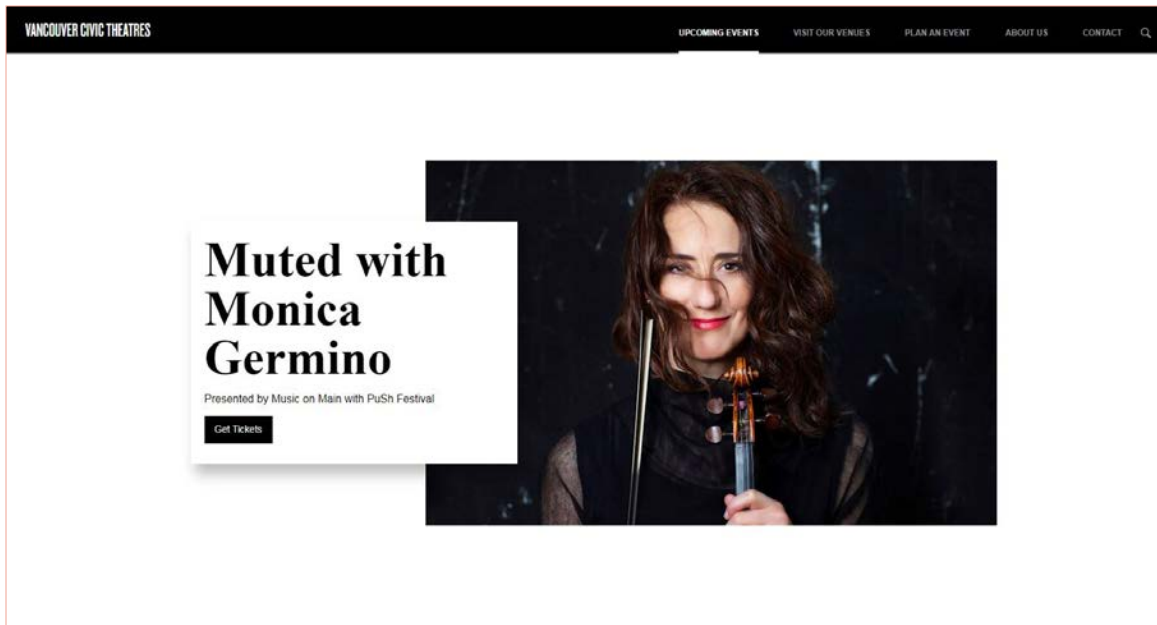


A photograph of a theater interior, showing rows of red seats and a red curtain in the background. The image is partially obscured by a large, semi-transparent orange rectangle that contains the title and subtitle text.

Vancouver Civic Theatres

Marketing Guidelines

Your Guide to VCT's Marketing Services



Be included on one of the biggest performance websites in Vancouver.
vancouvercivictheatres.com

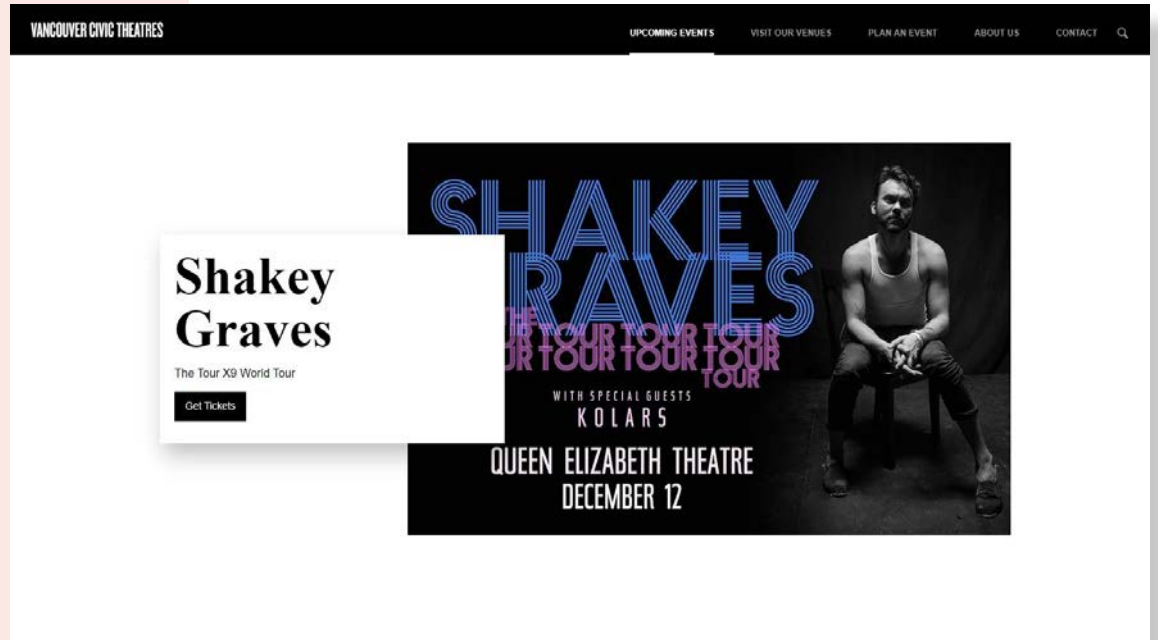
What our page looks like
This style image appears on desktop and laptop computers.



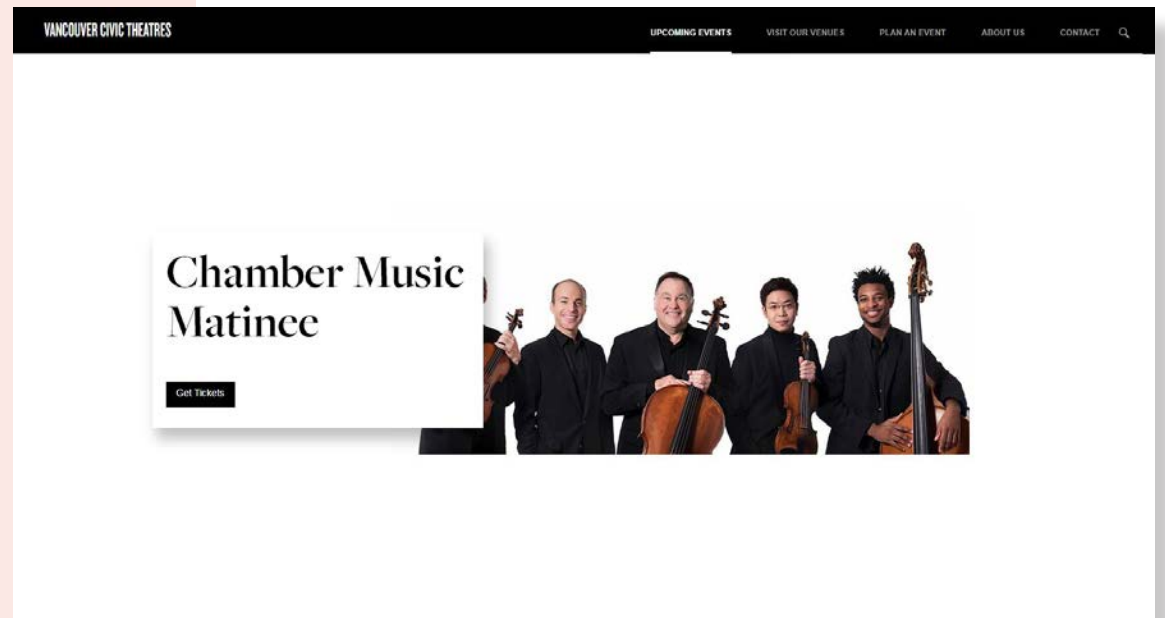
Long event titles will be shortened by VCT to fit the floating text box.

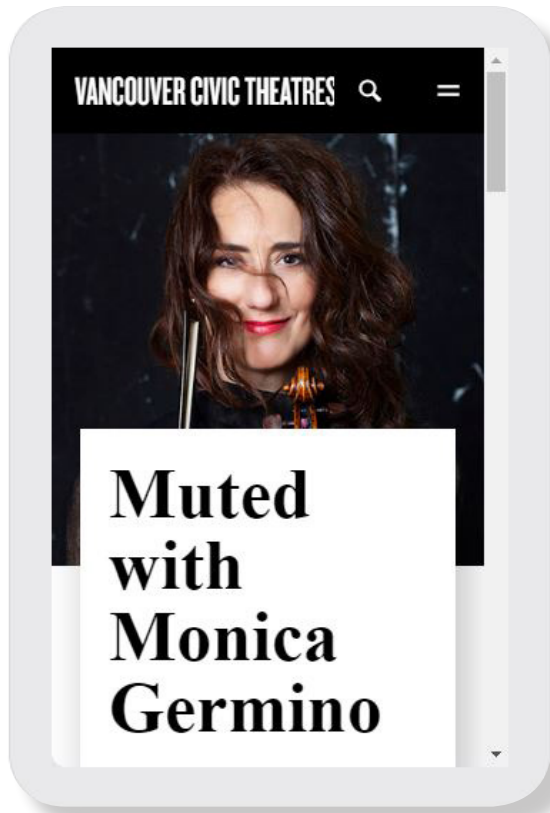
Website image
1820 x 1140 pixels in RGB colour mode jpeg
A press photo works best, with no text. Please allow for the floating box in the website template, on the left of the image. Logos should be placed on the right.

Poster style text and graphics are not recommended. This looks repetitive and could get cut off. All of your info is displayed in the floating text box and below the image in the webpage.



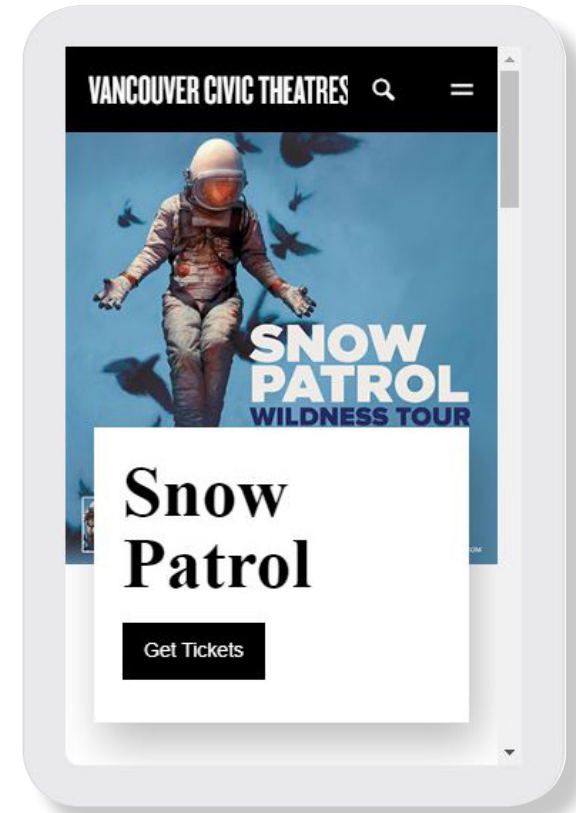
When providing press photos, be aware that part of the image on the left will be under the floating text box. If necessary, you can add a white edge to the left of the photo, this will not show up.





What our mobile site looks like

Part of the mobile image is cut off by the floating text box in 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

 @Vancivictheatre

Facebook - Twitter

VCT will announce your event on Facebook and Twitter when you provide the image.

We do not create Facebook events, but will co-host or share if contacted.



Reach Our Audiences

Digital Poster

This is a potent marketing opportunity as VCT has nine high definition digital poster players at the Orpheum at the Queen Elizabeth Theatre and at the Vancouver Playhouse, indoors and out. Your event will play at all three.

You can send your poster up to 6 months in advance of your event.

VCT no longer accepts paper posters

Poster image

1080 x 1920 pixels in RGB colour mode jpeg

Include the title of your event, date, venue and ticket info. Keep it simple for high impact as the poster is up for only for 7 seconds at a time in the slide show.



Other services

In addition to inclusion on VCT's website, opportunities for show announcements on social media and digital signage, your event will run on the outdoor marquees, no design from you is necessary.

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

Contact us

Marketing Manager Joe Santos
joe.santos@vancouver.ca

Marketing Assistant Elizabeth Griffiths
elizabeth.griffiths@vancouver.ca

Booking and Events Coordinators
vctbooking@vancouver.ca



Help Us Help You

To best help your promotion 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.

Photos as outlined on previous pages:

- 370 x 370 and 1820 x 1140 pixel photos for the website.
- Facebook optimized image with text.
- Digital poster image at 1080 x 1920 pixels jpeg.

Please share with us!

- Twitter @vancivietheatre
- Facebook VanCivicTheatres
- Hashtag #myVCT

When marketing your event you must use the correct name and address of the venue. We may 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 Smithe Street
- ANNEX (not Orpheum Annex or anything else)
823 Seymour Street
- Vancouver Playhouse (never Playhouse Theatre)
600 Hamilton Street