



## GREAT YORKSHIRE FRINGE MARKETING ACTIVITY

The Great Yorkshire Fringe is responsible for the press and marketing of the Fringe as a whole. We will do the following on behalf of your event.

- Announcement and follow up press releases to local and national press.
- Inclusion in Fringe preview brochure, of which 40k are printed and distributed locally and regionally in April onwards
- Inclusion in Fringe programme, of which 40k are distributed around the Fringe site in July
- Promotion across digital, outdoor, local media and press channels as part of the festival as a whole.
- Inclusion and promotion across our social media channels.
- We encourage individual acts to promote their shows and are happy to discuss any additional marketing opportunities.

## COPY REQUIREMENTS

Please supply the following publicity copy for your show:

50 words | 100 words plus supporting information if available; press release, previous reviews, cast details etc.

## WEB IMAGES

Please supply two images for use on our website and a further image for use on social media. These should be image only, with minimal text.

SIZE & LABEL [1] 315 pixels w x 306 pixels h  
[2] 479 pixels w x 308 pixels h  
[3] 1024 pixels w x 512 pixels h  
FORMAT JPEG

All these images at the specified dimensions are required in order for your show to go on sale. Please label them clearly with the name of your show.

## BROCHURE IMAGE

All images for the preview brochure must be received by 16 March 2018.

SIZE 300dpi portrait image, image only with minimal text.  
FORMAT CMYK JPG

## PRESS IMAGE

It is in your interest to supply us with a good quality image which fully represents your event.

SIZE Min size 1 mb – max size 5 mb  
FORMAT JPEG

Please send press images as early as possible in order for them to be available as soon as the show is announced. Please label the image clearly with your show name and any photographer/creative credit.

## PRODUCTION AND OTHER IMAGERY

We welcome any additional imagery or video to assist in publicising the show. Please send additional high resolution images or video (minimum 1 mb) to [socialmedia@greatyorkshirefringe.com](mailto:socialmedia@greatyorkshirefringe.com) and [marketing@greatyorkshirefringe.com](mailto:marketing@greatyorkshirefringe.com). Please clearly label all media sent with your show name.

## PRINT REQUIREMENTS

You are required to supply flyers and posters for your event for use on site and around the city. Recommended quantities:

1-2000 A5 or DL flyers | 15 A3 posters

We will be organising a batch print for companies to be delivered directly to the site in July – please contact [marketing@greatyorkshirefringe.com](mailto:marketing@greatyorkshirefringe.com) for more information.

A logo pack is available for download from [www.greatyorkshirefringe.com/marketing](http://www.greatyorkshirefringe.com/marketing)  
Please ensure a proof is sent to [marketing@greatyorkshirefringe.com](mailto:marketing@greatyorkshirefringe.com) prior to printing.

Print should be delivered to the site after 10 July – the print room address will be confirmed in due course  
Please let Marketing know when print is to arrive in order for us to have someone to receive delivery.

## SOCIAL MEDIA

[twitter.com/yorkfringe](https://twitter.com/yorkfringe)  
[facebook.com/yorkfringe](https://facebook.com/yorkfringe)  
[socialmedia@greatyorkshirefringe.com](mailto:socialmedia@greatyorkshirefringe.com)

## CONTACTS

Box Office/Ticketing  
01904 500600  
[boxoffice@greatyorkshirefringe.com](mailto:boxoffice@greatyorkshirefringe.com)

Marketing  
020 3195 6269  
[marketing@greatyorkshirefringe.com](mailto:marketing@greatyorkshirefringe.com)