



MARKETING INFORMATION & REQUIREMENTS

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] 473 pixels w x 303 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 brochure images must be received by 1ST May 2017.

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 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. We recommend the following quantities:

2000 A5 or DL flyers | 10 A1 posters | 50 A3 posters

A logo pack is available for download from www.greatyorkshirefringe.com/marketing
Please ensure a proof is sent to marketing@greatyorkshirefringe.com prior to printing.

Please send all print to **The Great Yorkshire Fringe, Room 5, Central Methodist Church, St Saviourgate, York, YO1 8NQ.**
Please endeavour to let Marketing know when print is to arrive in order for us to have someone to receive delivery.

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 brochure, of which 100k are printed and distributed locally.
- 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.

SOCIAL MEDIA

twitter.com/yorkfringe
facebook.com/yorkfringe

CONTACTS

Box Office/Ticketing
01904 500600
boxoffice@greatyorkshirefringe.com

Marketing
020 7534 1740 ext. 424
marketing@greatyorkshirefringe.com