

PRINT REQUIREMENTS

You've received the date(s) and time(s) for your forthcoming performance(s), so what's next?

Now we need your flyers design **in a digital format** so that we can overlay essential information onto it for each event. i.e., the event date/ time, venue/ location, ticket price(s), box office contacts, hospitality, parking, supporter's logos etc. We will print off the required number of posters and leaflets in-house. The local promoter will then distribute these to local residents and display points (libraries, pubs, shops etc.).

Below is our guide to ensure your print is perfect for the job. Please pass on this guide to your designer, Please also remember that if you fail to meet these requirements, the agreed quantities or the delivery deadline, our contract reserves the right to impose a £25 charge per event.

Shape and Quantity

Please provide **A5 / A4 designs only**. Please provide 1 DIGITAL version of a single sided **A5 flyer** and **A4 poster**. A6 postcards are not suitable as they have insufficient overprinting space.

Overprinting Space

It is **PARAMOUNT** that you include a **blank space at the bottom of the front page** for overprinting (see example right). It needs to be:

- 20% of the page. (A5: 42mm x 148mm) (A4: 59mm x 210 mm)
- Featured on the front, bottom of the page (page footer)
- Blank or white/ light coloured to ensure high readability
- No logos or website information can be displayed in this space

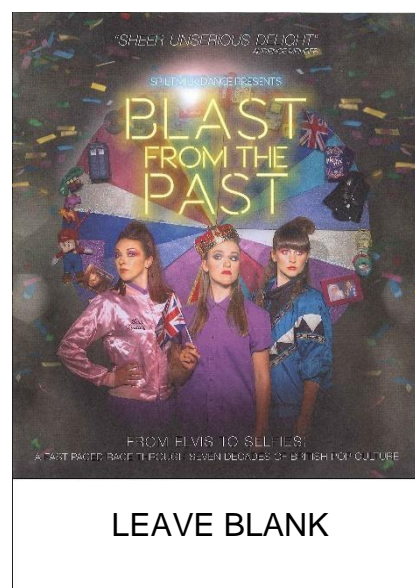
Delivery

Please email the design to the Live & Local offices in Warwick at least **10 weeks in advance** of your first event. The address is:

marketing@liveandlocal.org.uk

- Thank you for your help -

If you have any questions or need assistance, please contact the Audience Engagement Team on **01926 402 173** or at marketing@liveandlocal.org.uk



A5: 148 mm / A4: 210 mm

A5: 42 mm / A4: 59 mm

DESIGN RECOMMENDATIONS

Please take the following recommendations under advisement when designing your flyers and posters. NB. Please refer to Staging Change or Julie's Bicycle for advice on environmentally responsible print.

Imagery

Strong, high quality and high-resolution imagery is essential in immediately appealing to audiences. This can be of the artist, the show artwork etc. but it must be eye-catching and fit in with the overprint requirements.

Information

Your print material needs to sum up exactly what the show is about and why someone should attend. This means that you'll want to choose the information on the poster carefully.

- Don't include dates or venues as these can change
- Avoid wordiness – just include the essential information as detailed below
- Put the artist/ band name and/ or show title at the top of the flyer. This attracts attention in display racking
- Describe what the show is on the poster, for example a comedy-drama or a gypsy-jazz performance. This might seem obvious but it's very useful for rural audiences unfamiliar with your work
- Again, an obvious point, but please double check your grammar and spelling in all print material
- Include pull-quotes from reviews and/ or star ratings. See the next section for more information.

Reviews/ Pull-quotes

It's always great to include pull-quotes from reviews from reputable sources and/ or audience members on your print material. The most widely read publications within our touring counties are the following newspapers. You could also use reviews from the following artform specific magazines:

- The Daily Mail/ Mail On Sunday;
- The Guardian/ The Observer;
- The Independent (online);
- The Sun/ Sun On Sunday;
- The Telegraph/ Sunday Telegraph;
- The Times/ Financial Times;
- Midlands regional daily papers:
e.g. Birmingham Mail; Coventry Telegraph;
Derby Telegraph; Express & Star; Leicester
Mercury; Nottingham Post; The Sentinel.
- fRoots Magazine (folk, roots, world music);
- Maverick Magazine (folk, roots, country, Americana);
- Jazzwise Magazine/ JazzTimes (jazz);
- Songlines Magazine (world music);
- BBC Music Magazine/ Gramophone Magazine (classical);
- The Stage (theatre);
- Dancing Times/ Dance Magazine (dance);
- Empire Magazine/ Total Film/ Sight & Sound (film).

If reviewed with a star rating system from one to five stars, four-star (★★★★) reviews and above should be visually represented on flyers/ posters, as this grabs attention.

Target Audiences

It is essential to consider your audience when designing print materials. People between the ages of 55 and 64 form the largest group for Live & Local rural touring audiences, with a further third of audience members being 65 and older. Their main motivations for attendance (The Audience Agency Audience Finder data tool) are:

- To be entertained (60%)
- To spend time with friends/ family (9%)
- Performing arts are an important part of who they are (9%)
- To do something new/ out of the ordinary (5%)

Make sure that your design speaks to these motivations, as well as being representative of the show and its artform and genre. Abstract designs don't work as well for rural audiences as they might for an urban venue.

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