



Marketing Collateral Specifications

Solutions to drive awareness and sales to make your event a success!

SCOTTSDALE CENTER FOR THE PERFORMING ARTS WEBSITE, ATRIUM VIDEO AND WEEKLY EMAIL BLAST

Your event will have a dedicated event page on the Scottsdale Center for the Performing Arts website and be included in the Center’s weekly eblasts, atrium video and event calendar.

Event Image/s must be received in the following formats: 500x500 pxl, 300x300 pxl and 50x50 pxl, JPG format, 72 dpi resolution.

Event Name: _____

Event Date: _____

Event Cost: _____

Event Description (max of 150 words):

Event Website: _____

Event Social Media Links: _____

PROMOTIONAL OPPORTUNITIES – ADDITIONAL FEES APPLY

Due dates will vary, but please note that Marketing will need to receive most items at least one week (7 business days) before expected campaign launch.

Exterior lightbox poster: Printed size of 27.125” W x 42.125” L. Customer to supply

Program insert flyer: Printed size of 5” W x 7.625” L, on 80lb gloss book paper.
Flyer cannot include any “advertising” language. Customer to supply.

Email promotion: 300x300 pxl photo, JPG format, 72 dpi and 25-50 words of event copy.
Will link to event page on the Center’s website unless otherwise specified.

Atrium video inclusion: 1280x720 pxl, JPG or PNG format, 300 dpi

Social media promotion – static campaign: 1200x628 pxl, JPG or PNG format, 300 dpi – **NO TEXT** on the image.

Social media promotion – video campaign: Up to four images, minimum 1920x1280 pxl, JPG or PNG format, 300 dpi – **NO TEXT** on the images.