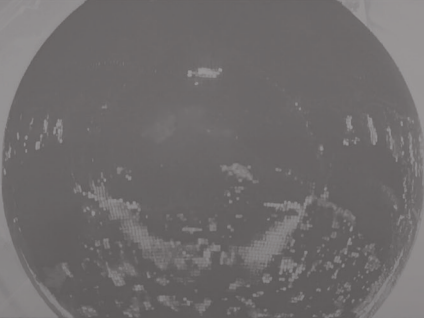




GET THE WORD

OUT ABOUT YOUR EVENT WITH PRINT

Impressive
Print Marketing
for the
Arts & Entertainment
Industry



● SHOW-STOPPING PRINT

If you work in the Arts and Entertainment industry, print media has major crowd pulling power. It offers a huge opportunity to capture your audience and provides you with a platform to showcase your brand identity, making you instantly recognisable.

As one of the most cost-effective and accessible forms of marketing, it's ideal if you're on a tight budget. What's more, due to its physical nature, print is more engaging and more personal than digital media, which is an increasingly crowded medium.

● AN ALL-STAR LINE UP

Our Flyers, Posters, Booklets and Roller Banners are available in a range of options to suit all budgets and requirements. So whether you're a theatre looking for a cost-effective way to promote your production or a nightclub or music venue wanting to get those numbers through the door, here's how these products can work for you...

● WANT TO KNOW MORE

For more details on any of our print products, don't hesitate to get in touch. Just give us a call or send us an email on:

tel: 01234 567 890
email: info@company.co.uk



FLYERS

If you want to promote your event in your local area, Flyers are great for spreading the word to your target audience. Amongst the benefits are:

- Use them to plug your event, gig or exhibition.
- Perfect for communicating short, snappy messages.
- Hand them out in the street, mail them or display them in your venue box office.
- It's easier to convince people to go to a club night or event if you hand them a flyer on the day, while they're already out and invested into having a good time.
- Available in a range of sizes, including A4, A5 and A6.
- Printed on a variety of stocks; from 150gsm Silk which is great for cost-effective campaigns to a thick 350gsm Silk which adds a higher quality to your flyer, increasing the likelihood of it being kept.

We recommend: a thick, pocket-sized A6 250gsm Silk, perfect for mail drops and handing out around town.



POSTERS

With a compelling design and the right location, a Poster will catch the eyes of passers-by and stir up anticipation for your event.

- Use them to promote a film, gig, show, event or festival.
- Perfect for communicating the who, what, where and when.
- Hang them around town, in an A-Board, at bus stops or on the wall of your venue.
- Available in a range of sizes, including A3, A2 and the huge 60 x 40 inches.
- Printed on 150gsm and 250gsm Silk (which are ideal for hanging in the window of your venue), 220mic and 400mic PVC Matt White (which are weatherproof for hanging outside) or 300mic backlit polypropylene (which is great for lightbox displays).

We recommend: A2 250gsm Silk which you can use to grab the attention of passers-by.



BOOKLETS

Booklets are ideal for giving your audience a more detailed insight into your event or performance.

- Use them for gig listings and event programmes.
- Available in a range of formats, including A5 Portrait and 210mm x 210mm Square.
- Printed on your choice of 150gsm Silk, 130gsm Gloss (the most economical options) or 120gsm Uncoated stock (great for a more organic and independent feel).
- Available with two options: Stapled (great for gig listings or any short-form booklet under 40 pages) and Perfect Bound (great for programmes with a slightly sleeker finish than Stapled booklets, making your print feel like a bestselling novel).
- Choose your ideal cover: For Stapled, we offer 250gsm Uncoated, 250gsm Silk or a Self-Cover which is the same stock as the inner pages. For Perfect Bound, pick a sturdy 250gsm Uncoated cover or the heavier more premium 350gsm Silk.

We recommend: A4 Landscape in Perfect Bound for a stylish event programme that your audience will want to keep.



ROLLER BANNERS

Roller Banners can be placed in foyers and entrances to gather exposure for big events.

- Use for the likes of film festivals, theatre shows and gallery exhibitions.
- Look great when displayed in a venue or at exhibitions.
- Durable, cost-effective and space-saving.
- Printed double or single sided on an environmentally friendly 300mic Polypropylene.
- Available in a variety of sizes, including 800mm x 2000mm.
- Choose from two options: the economical Standard (which is great value for both short-term and long-term campaigns) or the Premium (which comes with all the benefits of the Standard but with a sleeker look and sturdier build for extra longevity).
- Come with pre-fitted graphic and handy carry case for stress-free transportation.
- Easy to assemble with retractable banner and twist-out feet.

We recommend: The Standard 800x2000mm for short-term show promotion.