

## Marketing – What should I send to The Stag?

Marketing Materials	Type and Size	Number Required	Location
Posters	A0	1	Exterior illuminated poster bay
	Digital (portrait) 9:16 aspect ratio JPG Min resolution 1080 x 1920 pixels Max resolution 2160 x 3480 pixels	1	In house ad screens
Flyers	A5	500	Main Foyer
Images	Portrait 300dpi (minimum)	1	What's On brochure (returning 2022)
	Square 300dpi (minimum)	1	Stag website (What's On, booking page and social media)
	Scrolling banner	1	Stag website (home page banner) (*)
	Landscape 300dpi (minimum)	1	What's On brochure (returning 2022)
	Production image 300dpi (minimum)	Multiple	Social media
Videos	Social media promo	MP4	Facebook, Twitter
	Digital (portrait)	9:16 aspect ratio MP4	In house promo screens
	Digital (landscape)	16:9 aspect ratio MP4	In house promo screens
Text	Event description	150 words	What's On brochure, website
	Press release	A4 x 1	Media, social media, box office briefing

(\*) Please talk to The Stag about additional charges for these services)

## Branding

Please read The Stag branding guidelines sent to you which explains how The Stag branding, particularly the logo, should be used on your marketing materials.

## Where to send your marketing materials

Send all marketing assets to

[marketing@stagsevenoaks.co.uk](mailto:marketing@stagsevenoaks.co.uk) via a Dropbox link as soon as possible.

Printed materials should be sent to

Marketing  
The Stag Theatre, London Road, Sevenoaks,  
Kent TN13 1ZZ

## A few things to remember

Email your artwork to [marketing@stagsevenoaks.co.uk](mailto:marketing@stagsevenoaks.co.uk) **BEFORE** you print any materials so that we can check all the necessary information is there first. If any changes are needed, we will email your artwork back so you can make the amendments.

We will offer marketing advice based on our experience and knowledge of what works but ultimately you make the final decision about your event.

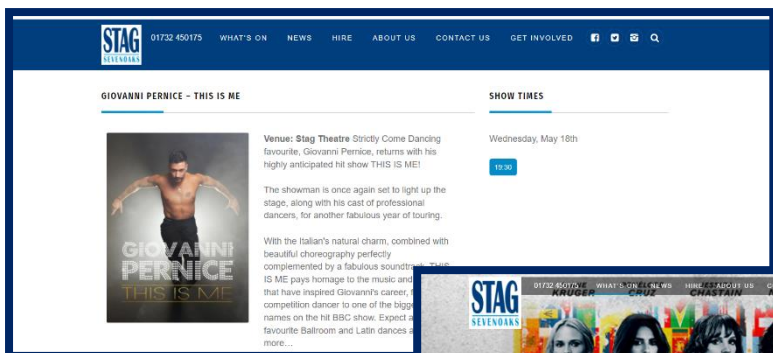
We reserve the right not to use any materials which are poor quality as they will reflect badly on your show and The Stag.

Keep us updated on news about your event and let us know about why people should come along. Your enthusiasm helps us to tell your story.

Look out for The Stag social media posts and retweet/share them. We'll do the same for you!

The more you tell us about your event, the more we can help market it with you. Please see the Marketing Services information about other options available to really boost your event.

If you would like to discuss any particular marketing ideas you would like The Stag to assist you with, please contact [marketing@stagsevenoaks.co.uk](mailto:marketing@stagsevenoaks.co.uk) or through your Events Planning Manager, Nikki Gooch (01732 451548, [nikki.gooch@stagsevenoaks.co.uk](mailto:nikki.gooch@stagsevenoaks.co.uk)).



Stag web listing



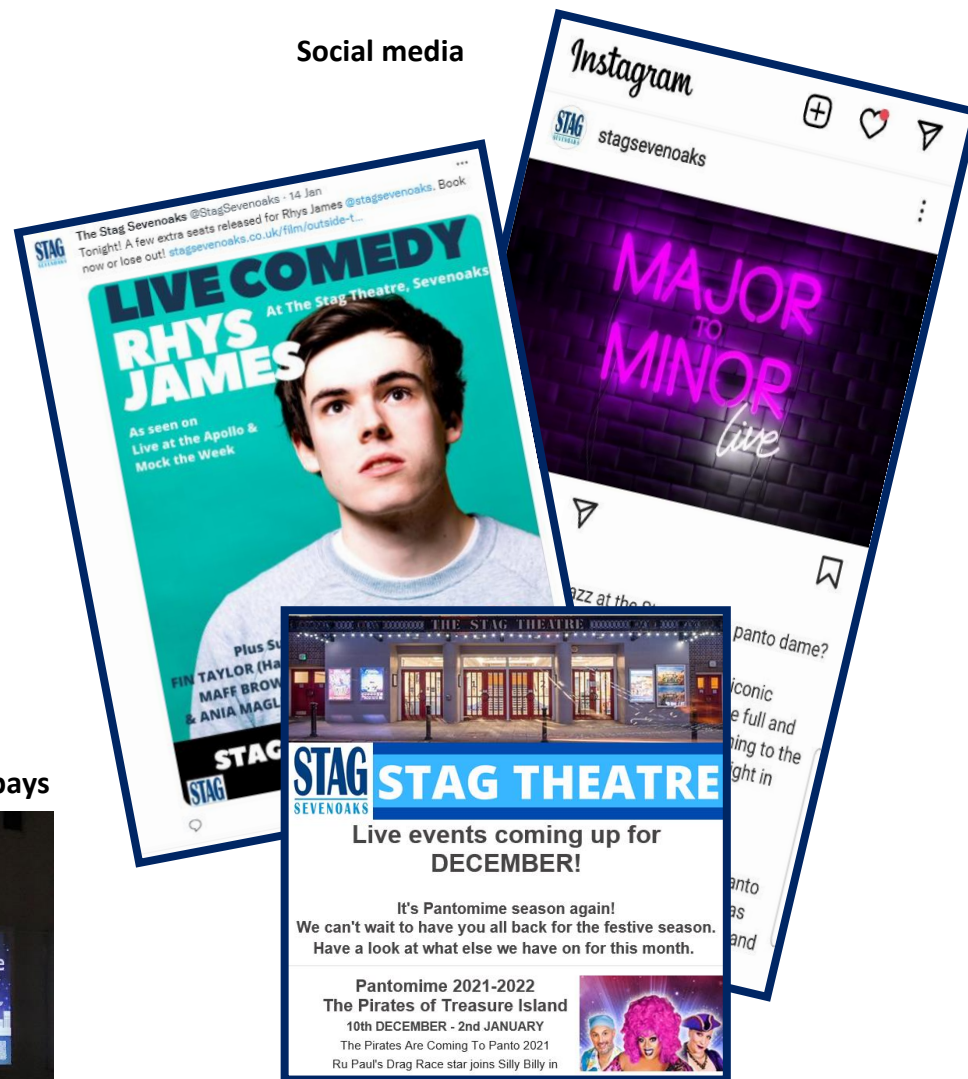
Stag web banner

Internal advert screens



Exterior illuminated poster bays

Social media



Email marketing