

Marketing included in your hire charge – what should I send to The Stag?

Marketing Materials	Type and Size	Number Required	Location
Posters	A0	1	Exterior illuminated poster bay
	A3	2	Footlights Bar and external display in Sevenoaks Leisure Centre.
	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 and around The Stag, Waitrose Supermarket and shops around Sevenoaks Town
Images	Portrait 300dpi (minimum)	1	What's On brochure (delivered to every house in Sevenoaks Town 4-5 times per year)
	Square 300dpi (minimum)	1	Stag website (What's On, booking page and social media)
	Landscape 300dpi (minimum)	1	What's On brochure (delivered to every house in Sevenoaks Town 4-5 times per year)
	Production image 300dpi (minimum)	Multiple	Social media
Videos	Social media promo	MP4	Facebook, X, Instagram
	Digital (portrait)	9:16 aspect ratio MP4	In house promo screens
	Digital (landscape)	16:9 aspect ratio MP4	In house promo screens
Some of our areas can use the soundtrack of your video. Please note we will only use soundtracks which have balanced volume, good EQ and are of good quality.			
Text	Event description	150 words	What's On brochure, website
	Press release	A4 x 1	Media, social media, box office briefing

We can market your show in poster bays around Sevenoaks and in prime locations at The Stag, provide boost marketing through Facebook, X and Instagram and our dedicated email newsletter. See our separate listing for additional technical and marketing support for your event.

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 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 **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 or do not represent The Stag's branding properly as they will reflect badly on your show and on 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 or through your Events Planning Manager:

Terry Smith (01732 451548, terry.smith@stagsevenoaks.co.uk).

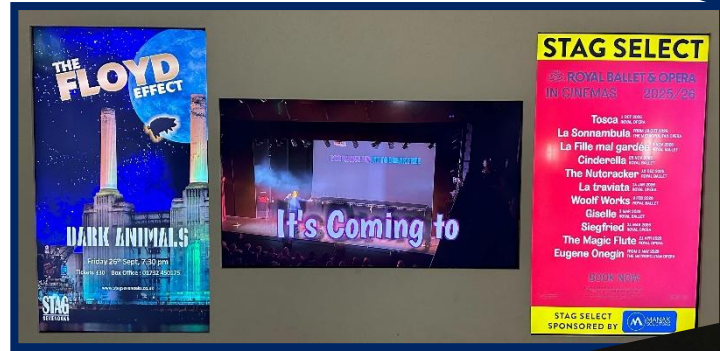


Stag web listing

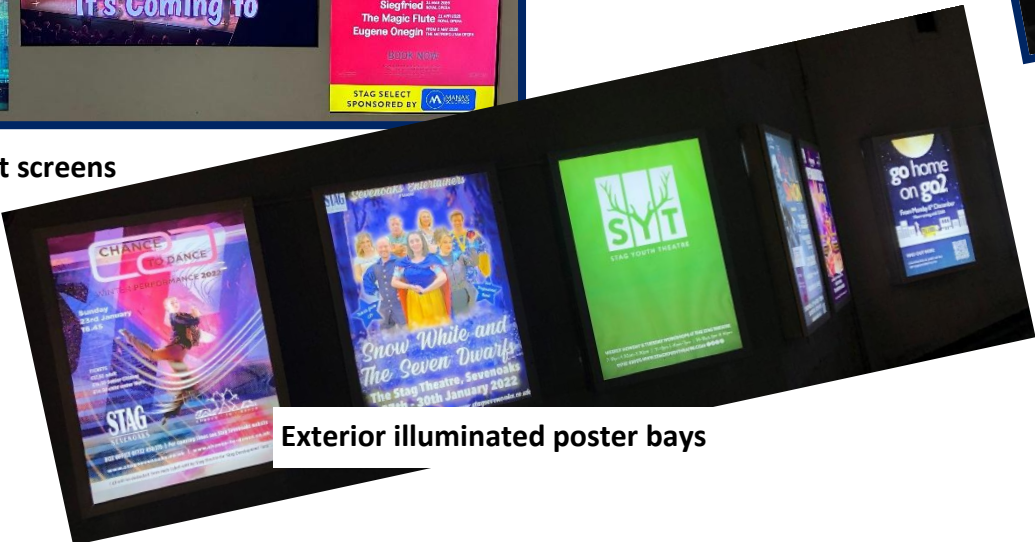
Email marketing



Social media



Internal advert screens



Exterior illuminated poster bays