



Designing Your Poster

Whilst advertising with The PumpHouse Theatre, your publicity material will be seen through several marketing channels, including:

- Website
- Email
- Social Media
- Print Media
- Event Listings
- Outdoor (Posters, Flyers, Billboards)

Hence the need for a stand-out poster! Your design should have a dynamic, eye-catching key image, depicting the tone or theme of your event and strong branding to make your company's shows recognisable.

Professional content is one of the most important parts of selling any show. 'Modern Simplicity' is key – text should be no more than 20% of the image and can include:

Producer

Title

Event Dates (Time Optional)

Booking Information

PumpHouse Logo

Sponsors (if required)

Legal by-lines (if required)

If you have a high-profile performer/director involved or a review from a well-known publication, then include them in smaller text. Also, some events that aren't self-explanatory may benefit from a tagline under the title.

You should make your poster in several sizes, including:

- A3 Portrait (min. 842 x 1191)
- Landscape (1200 x 628)
- Square (1200x1200)

Graphic Design Support

If you need any assistance with designing your creatives, we can put you in contact with some of our recommended Graphic Designers. Please email amy@pumphouse.co.nz.

Alternatively, we also have some free templates for you to use. Contact Amy for more information.



Marketing Asset Requirements

With designing in mind, you should also consider gathering the assets below.

All images are required in .jpg format and text should be **no more than 20%** of the image. If possible, please provide a text and non-text version of your poster.

Absolute Essentials

- Portrait Poster (min. 842 x 1191)
- Landscape Poster (Facebook, 1200 x 628)
- Square Poster (Instagram, The Big Idea, 1200x1200)
- Website Banner Image (1400x600, **not** your poster but a simple, non-text image)
- Printed Event Flyers (DL 220 mm x 110 mm or A6 size)

Suggested Extra Poster Sizes

- Eventfinda Image Size (780 x 336)
- North Shore Times Image Size (300 x 250, 800MB Limit)
- Our Auckland Image Size (min. 480 x 365, 2MB Limit)
- Takapuna Community Screens (min. 1920 x 1080)
- PumpHouse Billboard Sign (min. 1800x1200)
- PumpHouse A0 Posters (min. 4967 x 7022)

Other Important Marketing Assets

- Rehearsal images
- Cast Headshots
- Performance Photos (Multi-Day Hirers)
- 400-word article (Media Release, Blog Posts)
- 120-word event blurb (Event Listings, Media Release)
- Cast List, Bios and Q&As
- Reviews
- Videos (.mov or .mp4, max. 4GB / max. 30 seconds)
- Sponsor and Company Logos

Photography Support

If you need any assistance with professional photography, we can put you in contact with our recommended Photographer, Ester Siraky. Please email amy@pumphouse.co.nz for prices and more information.