

PumpHouse Theatre Ticketing

Artwork Requirements

Professional content is one of the most important parts of selling any show. Make sure your artwork fits the spaces you are advertising in. You should make them in several sizes to serve different purposes.

All images should be in .png or .jpg format and posters ideally in PDF format. All dimensions quoted below are width x height.

PumpHouse Essentials

What we need from you before you can get tickets on sale:

- Event Poster (A3 Portrait – 297 x 420 pixels/mm)
- Web Banner (1400 x 460 pixels)
Our website automatically displays your event details over top of the left-hand side of your banner (on PC's). It is important that the banner has no text, and no major context on the left-hand side. Just an image will do. You can opt to use our generic PumpHouse banner instead.
- Square image of your poster design – ideally 1200px x 1200px
This will be used for the first show announcement we do on our social media. It is a sponsored post for both FB and IG, so works best as a square.

Recommend Additional Artwork

If you can supply the following it will really help us promote your show:

- Printed Event Flyers DL (110 mm x 220 mm) or A6 (105 mm x 148 mm)
- Instagram – square image – ideally 1200 x 1200 mm
- Facebook - ideally 1200 x 628px with minimum text
- PumpHouse Billboard Sign – Printed on corflute in landscape orientation (1800mm x 1200 mm)
- PumpHouse A0 Poster – Printed on gloss or poster paper (841 x 1189 mm)

We can arrange printing of A0 and Corflute signs at The PumpHouse – please ask for quote.

Other things you may like to share with us

- Rehearsal images
- Performance Photos
- Media/Press Release
- 120-word event blurb
- Reviews
- Videos (.mov or .mp4, max. 4GB / max. 30 seconds)
- Additional Sponsor and Company Logos

Sign-Off and approval

It is important that The PumpHouse logo is correctly displayed on your artwork and that booking details are correct. We strongly encourage you to send us your draft artwork to check before you have it printed.

We're here to help.

Please don't hesitate to contact Meg – meg@pumphouse.co.nz for any marketing related questions and support.