

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.

Please ensure all images are in .png or .jpg or PDF format, please provide the images in high resolution (at least 300dpi). If any artwork or images don't fit our requirements, we will ask you to provide new ones.

PumpHouse Essentials

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

- Event Poster (A3 Portrait – 297 x 420 pixels)
- Web Banner: STRICTLY NO TEXT ON 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** on it. Just an image will do. You can opt to use our generic PumpHouse banner instead. This will also be in our newsletters.*
- Square image of your poster design – ideally 1200px x 1200px
- New grid ratio artwork for Instagram (1080x1350px)
The square or new grid artwork will be used for the first show announcement we do on our social media. It will be a sponsored post for both FB and IG.
- TV Advertisement Artwork: If you would like your show advertised on our foyer TV (highly recommended), we will need an image/artwork with no text on it (3840 x 2160 pixels). Strictly no text, as we will add the text to be uniform with all other events, like this:



Recommend Additional Artwork

Billboards and flyers at The PumpHouse will really help us promote your show. We can arrange printing of A0's, Corflute signs, and flyers at The PumpHouse – please ask for a quote or check out our rate card on our website. Sizing for these are as follows:

- PumpHouse Billboard Sign – printed on corflute in landscape orientation (1800mm x 1200 mm)
- PumpHouse A0 Poster – printed on corflute (841 x 1189 mm)
- Printed Event Flyers DL (110 mm x 220 mm) or A6 (105 mm x 148 mm)

If you would like to order any of the above, please email meg@pumphouse.co.nz with the artwork in the correct sizing.

As soon as you can, please also share the following with us to help maximise your ticket sales:

- Rehearsal Images
- Performance Photos
- Promotional Photos
- Media/Press Release
- 120-word event blurb
- Reviews
- Videos/Reels/TikTok videos (.mov or .mp4, max. 4GB)
- Additional Sponsor and Company Logos

Our Logo

It is important that The PumpHouse logo is correctly displayed on your artwork. There is a selection of logos to choose from in our logo pack. Please do not change these in any way (e.g. colour).

Sign-Off and Approval

We strongly encourage you to send us your draft artwork to check before you have it printed (if you are printing elsewhere). Make sure you have our website on all artwork (except the banner and TV ad) so that people know where to book. Also ensure you list show dates and any other relevant information.

We're here to help!

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