

LOWRY

MARKETING ASSETS REQUESTS SHEET

WELCOME

We're really looking forward to welcoming you and staging your production at Lowry.

The below guidelines are designed to ensure that we present your production in the best possible way to reach the widest audience - and maximise ticket sales.

ON-SALE PROCESS

Lowry has a pre-sale email and an access register email that are sent at 10am on Thursday mornings.

Lowry's weekly general on-sale email is sent at 10am every Friday. To be included in these communications the following information is required:

- Title
- Credit
- Short Copy fewer than 160 characters
- Long copy fewer than 1000 characters

TICKETING INFORMATION

Lowry's ticketing team must receive the contract no later than 5 working days before the Thursday pre-sale. This will be forwarded to them from the Lowry Programming Department – so the Programming team need to have an agreed contract at least a week before on-sale.

WEBSITE / SOCIAL / E-COMMS

Please send the following information to marketing@thelowry.com ahead of on-sale.

- Age guidance / warnings
- Run time
- Keywords
- Social Media Images
(Square: 1080 x 1080 px;
Portrait: 1080 x 1920 px;
Landscape: 1200 x 628 px)
- Email copy (Up to 100 words)
- Reviews and Press Quotes
- Supporting Documents
(blog posts, interviews, etc)

DIGITAL FILES FOR DISPLAY

We have access to in-house portrait digital screens and the opportunity to advertise on a large screen across from us in Media City outside the BBC and ITV buildings. Both opportunities are free however must only contain Lowry specific logo/show dates.



MEDIA CITY DIGITAL SCREEN (LANDSCAPE)

IMAGE

1008px (w) x 576px (h). JPEG format.

VIDEO/MOVING IMAGE

MP4 for Video. Maximum 30 seconds. These can be displayed immediately and updated closer to the show date if required.



LOWRY DIGITAL SCREEN (PORTRAIT)

IMAGE

1080px (w) x 1920px (h). JPEG / PNG / GIF. Max file size 1MB.

VIDEO/MOVING IMAGE

1080px (w) x 1920px (h). MP4 format preferred. Max file size 25MB. Maximum 20 seconds.

Please find below our full request of assets required for on-sale. However, it is appreciated that not every production will have all these assets available.

Highlighted are the essential assets required for a show to go on-sale.

Please send the following information to marketing@thelowry.com ahead of on-sale.

Asset Requirements		Preferred / Accepted		
Website	Dimensions (w) x (h)	File Type	File Size	Comments
Desktop Masthead	At minimum 1920 x 1080 px. Landscape Ideally, between 2500 – 5000 px in width	WEBP / JPEG	<200kb	Please include all 3 sizes of image as our website uses all 3 for any event. We will crop and condense images when not supplied in correct format. WEBM & WEBP are quicker and easier to load as they are smaller file sizes that are specifically designed for websites.
Mobile Masthead	1250 x 1250 px	WEBP / JPEG	<200kb	
What's On Image	900 x 660 px	WEBP / JPEG	<200kb	
Video	1250 x 1250 px	WEBM / MP4 / URL	<10mb	

Asset Requirements		Preferred / Accepted		
Email	Dimensions (w) x (h)	File Type	File Size	Comments
Header / Hero Image	660 x 400 px	JPG / JPEG / PNG	<200kb	
Social				
Square Portrait Landscape	1080 x 1080 px 1080 x 1920 px 1200 x 628 px	PNG / JPEG	<200kb	

LAYERED ARTWORK

Supplying layered artwork enables our designers to adapt artwork for programme ads, shared ads and other in-house advertising opportunities (e.g. banners and digital screens).



STANDARD REQUIREMENTS FOR PRINT RUN ACCORDING TO SHOW & VENUE

Lyric Theatre	A3 – 15
Two or more	A1 – 6
Week Show.	4-Sheets – 2
One-night show	A3 – 5
Music / audience	A1 – 2
with / comedy	4-Sheets – 2
One-week show	A3 – 10
	A1 – 4
	4-Sheets – 4
The Quays Theatre	A3 – 10
One-week show	A1 – 4
	4-Sheets – 4
One-night show	A3 – 5
Music / audience	A1 – 2
with / comedy	4-Sheets – 2
Studio	A3 – 5
	A1 – 2
	4-Sheets – 1
	<i>(if available)</i>

Please note: we do not display flyers in the building. Please do not send any to us. If you wish to distribute these externally, please mention to the team and we can look into sourcing and pricing that for you.

All print sent to Lowry must be marketed for the attention of Marketing. If you have any specific print enquiries, you can email marketing@thelowry.com

Lowry agrees to use this publicity material to publicise and promote the production to the best of its abilities.

Lowry reserves the right to dispose of any print containing incorrect references to Lowry.

Please ensure you list Lowry as in Salford (Not Manchester).

PLEASE ENSURE ALL ARTWORK INCLUDES LOWRY INFO / CONTACT DETAILS:

0161 876 2000 | thelowry.com
 Lowry logo
 Lowry, Salford
 Dates e.g. Tue 02 – Sat 19 Mar.
(These are example dates only, please use your own dates in this format.)

Please note Lowry must be credited: Lowry, Salford
(NB. not Manchester).

CONTENT WARNING FORM

Additionally, please fill in our [Content Warning Form](#). This is essential and helps us advise audiences about any sensitive themes or topics within your show.



DESIGN TEMPLATES

Accompanying this pack will be a set of templates for you to use. If you don't have the templates please request them by emailing marketing@thelowry.com

The branded templates must be used and Lowry reserves the right not to use any assets or artwork in the campaign that do not follow the provided templates.

PRESS AND PR

In order to support press coverage as part of the sales or within our season launches, please ensure that the following information is sent to press@thelowry.com

- General press release about the production & details of tour, with links to high-resolution images (suitable for print).
- A specific press release about its visit to Lowry including any sponsorship information or items or cast of local interest.
- Syndicate interviews – written, video or audio.
- Names and biographies of key cast members or spokespeople available for interview

SUPPLEMENTARY INFORMATION

Please forward the following information to marketing@thelowry.com

- Detailed synopsis of the production and key selling points for Box Office and Marketing/Comms staff
- Any national/international previews, reviews and feature coverage of the production, plus any relevant company information.
- Identification of target audiences for the production, to include established and developing



*Example of high resolution production photo
Matthew Bourne's Romeo & Juliet
Photo by Johan Persson*