

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 ensure you list Lowry as in Salford (Not Manchester)

Assets using Lowry, Manchester will not be used.

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	
Web Banner	600 x 80 px	WEBM / JPEG	<200kb	

DIGITAL ASSETS

WHAT WE REQUIRE FOR ON-SALE

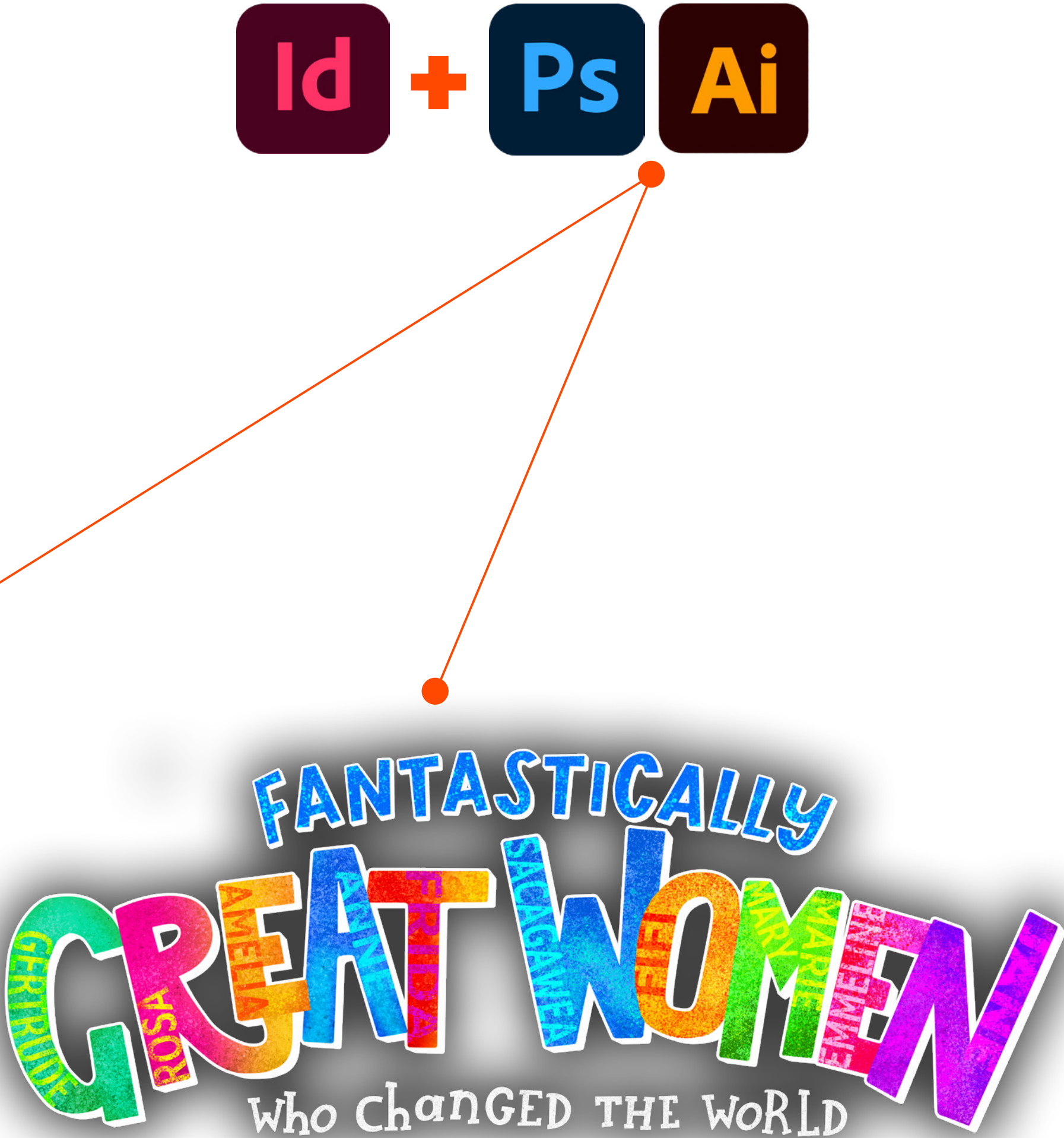
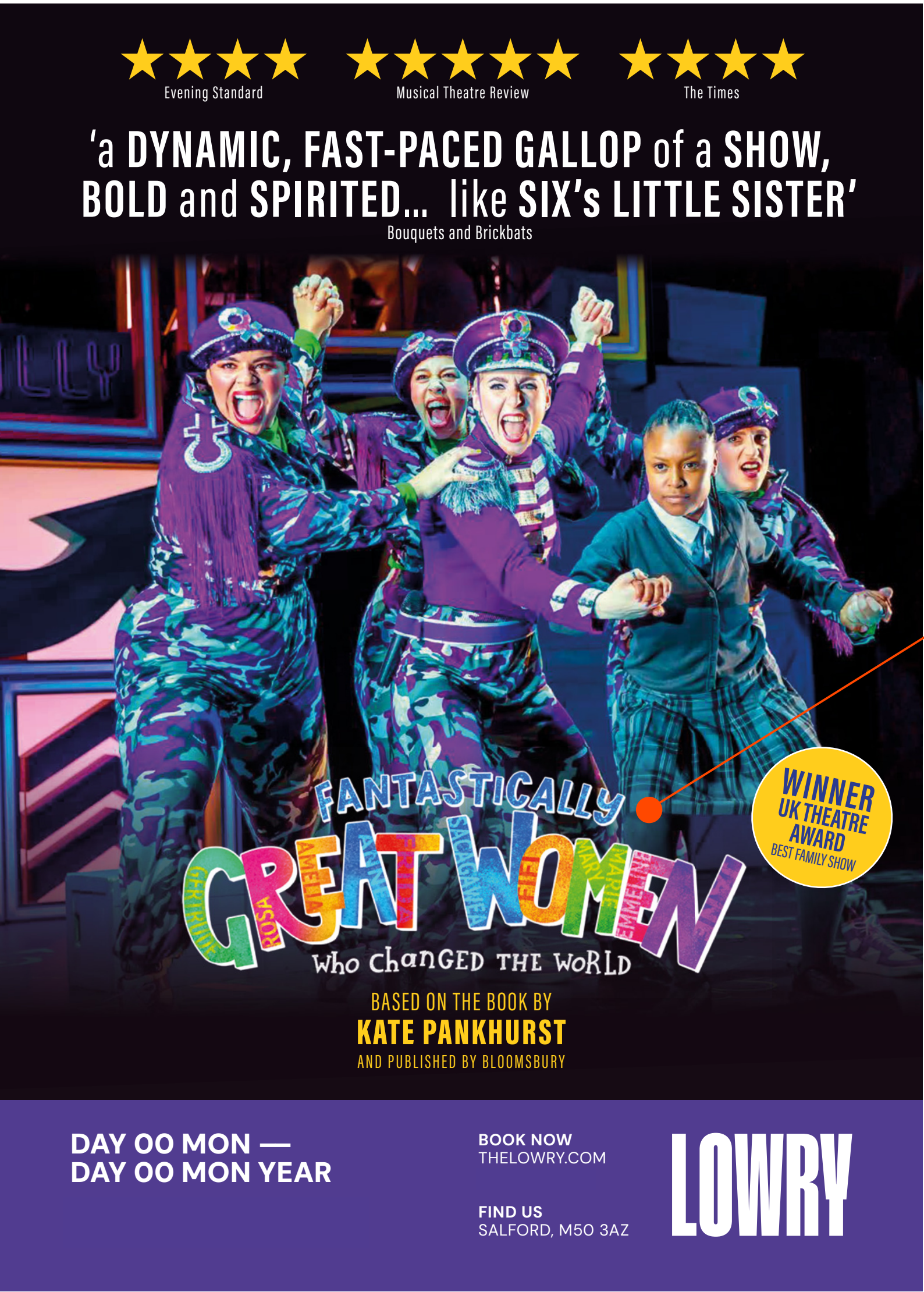
Asset Requirements		Preferred / Accepted		
Email	Dimensions (w) x (h)	File Type	File Size	Comments
Header / Hero Image	660 x 400 px	JPG / JPEG / PNG	<200kb	
Footer	600 x 200 px	PNG / JPEG	<200kb	
Social				
Square Portrait Landscape	1080 x 1080 px 1080 x 1920 px 1200 x 628 px	PNG / JPEG	<200kb	

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THELOWRY.COM

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
 A1 – 4
One-week show 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
 (if available)

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 note Lowry must be credited: Lowry, Salford (NB – Not Manchester). Assets using Lowry, Manchester will not be displayed.

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.)

Assets using Lowry, Manchester will not be displayed

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 along with a template toolkit for your guidance. If you don't have the templates or toolkit, 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.

PLAZA BANNERS

Specs:
600(w) x 2900(h)mm.

The Plaza banners consist of four banners in total, with two back-to-back and on opposite sides of the Plaza outside Lowry. The cost for this would be £569.25, and would be on display until the end of the shows run.



CORNER POSTER

Specs:
1585(w) x 1524(h)mm plus 3mm bleed and crop marks for printing.

There are two corner poster sites on the front of our building. The posters will be displayed in rotation, based on our programme.



LIFT SQUARES

Specs:
470(w) x 470(h)mm plus 3mm bleed and crop marks for printing. In quantities of 10 or 20. We have lift squares poster sites outside every lift entrance in the building.

Corner Posters and Lift Squares can be priced individually, but if they are ordered at the same time, depending what they are, they can be grouped together to keep the cost down for you. We have been notified by our printers that paper prices keep rising so they are quoting on a job-by-job basis. Price will be chargeable to the show and taken from your marketing budget.



PROGRAMME ADS

Specs:
167mm (w) x 239mm (h) plus 3mm bleed and crop marks for printing.

We would love to produce a B5 advertisement free of charge for print within our in-house show programmes.



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.

PHOTO OPP STANDS & POP-UP DISPLAYS

Any FOH display stands, pull ups or free-standing items for marketing or for photo opportunities must be agreed by the venue in advance of your visit. They are generally not permitted outside of press events. Visiting companies must send details to marketing@thelowry.com for approval in advance of your arrival. Any non-approved displays will be removed.



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

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.

DELIVERY ADDRESS

Stage Door Lowry
Pier 8, The Quays,
Salford, M50 3AZ