

# Salt Lake County Arts & Culture Marketing Resources

## Abravanel Hall

LINKS: [Venue Assets](#) | [Marketing Guidelines & Resources page](#)

### In-Venue Promotion

- Digital display during event – 1920 x 1080 px, JPG or PNG
- Digital signage at ArtTix ticket office hubs (Eccles Theater, Mid-Valley Performing Arts Center)
  - Must use design template – [found here](#)
- Flyers at venue ticket office – 4 x 6 inches or 8.5 x 5.5 inches

### Social Media

- Submit requests/content for the following post types:
  - Show announcement
  - Discount offer
  - Ticket giveaway
  - Show promotion – video, interesting information
  - Stories
- Ads & boosting – provide budget you'd like to spend to boost specific social post

### Email Marketing

- Exclusive E-Blast to 120,000+ subscribers
  - \$500 charge
  - Availability is first-come-first-served
  - Must include discount or presale
- Discount emails
  - Open to all upcoming shows (usually 10-15 shows participate)
  - To be included, send details of discount you'd like to include
  - Discount email dates found on Marketing Guidelines & Resources page

### Website – [SaltLakeCountyArts.org](http://SaltLakeCountyArts.org)

- Featured Banner
  - Must provide BOTH sizes: 1920 x 360 px (desktop) and 768 x 768 px (mobile), JPG or PNG
  - Follow [design specifications](#)

Send all marketing questions, requests, and materials to Justin Green at [jjgreen@slco.org](mailto:jjgreen@slco.org), and please copy your event manager.

Please refer to full the Marketing Guidelines & Resources page for timelines and additional details.