

Salt Lake County Arts & Culture Marketing Resources

Capitol Theatre

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
- Poster cases – poster sized at 20.5 (w) x 48 (h) in 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

- 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, and please copy your event manager.

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