

Salt Lake County Arts & Culture Marketing Resources

Eccles Theater

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

In-Venue Promotion

- Digital signage in lobby, up to 90 days before first performance – 1920 x 1080 px, JPG or PNG
- Digital signage on large video wall, available day of performance or event
 - Submit two 1920px (w) x 1080 (h) horizontal digital signs or video to be displayed in a stacked format. Please leave 100px border without important details. Video must be 30fps.
 - Images can be PNG or JPG
 - For videos, submit MP4 files, max file size 2 GB
- 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 available in bathrooms and Galleria – talk to event manager about availability
 - Large bathroom poster cases: 43 x 68 inches, 42 3/4 x 67 1/4 reveal
 - Small bathroom poster cases: 30 x 72 inches, 29 3/8 x 71 3/8 reveal
 - Galleria poster cases: 47 1/4 x 71 1/4 inches, 45 1/2 x 69 3/4 reveal

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.