

MARKETING WELCOME PACK



BOX OFFICE 01432 340555

courtyard.org.uk

In Partnership with



Supported with public funding by
ARTS COUNCIL
ENGLAND



INTRODUCTION

The Courtyard Centre for the Arts is the leading arts provider in Herefordshire and a registered charity with a 400-seat main house, a 120-seat studio theatre, rehearsal rooms, a gallery, meeting spaces and an award-winning Café Bar.

We have a varied live, film and visual arts programme, a thriving youth theatre and work extensively with people of all ages in the community.

We look forward to working with you in the lead up to your show in our next season. In this welcome pack we aim to cover everything required to begin with, and we look forward to speaking with you soon.

The Courtyard, Edgar Street, Hereford, HR4 9JR
Box Office: 01432 340555
courtyard.org.uk

CONTACTS

MARKETING

Jessica Prosser – Head of Marketing & Sales

01432 346512

jessica.prosser@courtyard.org.uk

Robyn Barratt – Marketing & Audience
Development Manager

01432 346534

robyn.barratt@courtyard.org.uk

Ruby Thorogood – Marketing Officer (Campaigns)

01432 346513

ruby.thorogood@courtyard.org.uk

Leah Adkins – Marketing Officer (Digital)

01432 346509

leah.adkins@courtyard.org.uk

Ethan Hargreaves – Marketing Assistant

ethan.hargreaves@courtyard.org.uk

BOX OFFICE

Victoria Veness – Customer Sales Manager

01432 346533

victoria.veness@courtyard.org.uk

ADDITIONAL CONTACTS

David Durant – Programmer

01432 346532

david.durant@courtyard.org.uk

Phillip Percy – Operations Manager

01432 346530

phillip.percy@courtyard.org.uk

Lucy Hemmings – Technical Admin

01432 346508

lucy.hemmings@courtyard.org.uk

REQUIREMENTS

SHOW COPY AND IMAGES

Please send your show copy and high resolution images to Ethan Hargreaves (contacts) as soon as possible. Brochure copy should be approx. 100 words though web copy may be longer. For your show to appear on our plasma screens alongside other shows in the season please also send a JPEG of your poster design. Featured plasma slots are available as per Options & Costs.

PROMOTIONAL PRINT



We ask that you please send promotional print in the most environmentally friendly way.

Do not wrap it in plastic packaging, bubble wrap or polystyrene and **only send our required amount** to prevent waste.

1 NIGHT SHOWS

A5 leaflets - 500
A4 posters - 5
A3 posters - 5
A2 posters - 1
Pull-up banner - 1

WEEK LONG SHOWS

A5 leaflets - 3000
A4 posters - 50
A3 posters - 30
A2 posters - 10
4 sheets - 6
6 sheets - 6
Pull-up banner - 1

Overprint should include:

Date

Ticket price (please check with us as we may add a levy)

courtyard.org.uk

01432 340555

Logo

All logos can be found in our Dropbox.

When using our logos please do not stretch, alter or distort the image.

Please post to:

FAO Marketing, The Courtyard, Edgar Street,
Hereford, HR4 9JR

IN-HOUSE MATERIALS

LIVE GUIDE

Seasonal brochure produced 3 times per year.
14,000 copies - 8,500 delivered through Royal Mail
and 5,500 for distribution.

*Listings costs are as follows:

1/3 page entry	£250
1/2 page entry	£400
Full page entry	£700
Flyer insert (delivered)	£350

*Please note, shows on a guarantee contract do not pay this fee. All shows will be featured as 1/3 page entry as standard, unless requested otherwise.

FILM & WHAT'S ON GUIDE

Monthly A5 Film brochure with full event listings calendar. 7,000 copies - 5,000 distributed across Herefordshire.

Listings costs are as follows:

Standard listing	Free
Highlighted event (1/6 page box)	£90
1/4 page entry	£150
1/2 page entry	£250



PRESS RELEASES

To ensure maximum coverage we send out press releases to local and regional publications at least 6 weeks in advance of show dates so please liaise with Marketing Officer regarding this.

DIGITAL MARKETING



SOCIAL MEDIA HANDLES

Please connect with us on social media and tag our venue in any content you generate about the show.



@CourtyardHereford



@CourtyardArts



@Courtyard_Arts



@TheCourtyardArts

WEBSITE

If you wish to create your own web images please use the following dimensions: 1024x600px.

We are also able to add production images and video trailers should you have them available. Please provide a YouTube link for trailers.

Listings costs are as follows:

Website Listing	Free
Early on Sale	£50
Homepage Banner (4weeks)	£50

ACCESSIBILITY

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Our aim at The Courtyard is to be as inclusive and accessible as possible for everyone, including our d/Deaf, visually impaired and disabled customers.

Digital accessibility is very important to us, please read through the check list below to ensure you are providing us with content that is as accessible as possible.

DIGITAL ACCESSIBILITY CHECKLIST

TEXT

- Is the comprehension level of your copy accessible? The average reading age in the UK is 9 years. **This Hemmingway App** will check the readability of your copy. Aim for grade 9 or below.
- Avoid italics.
- Avoid block capitals.
- Use capital letters in hashtags at the #StartOfEachWord so screen readers can accurately read them.

IMAGES

- Have you provided us with **Alt Text** for your images? Alt text should include SEO (use key words), Image Description (brief description of image content), Image Text (any words used on the image).
- Use minimal text on images.
- Check the colour contrast of text on images using **this contrast checker**.

VIDEO

- Avoid flashing lights or provide a warning.
- Use audio description where possible.
- Use auto captions or subtitles (easily edited using **Kapwing** or similar software).

Read Government Guidelines on Accessibility.