



**THE LOWRY**

# **The Lowry Marketing Requests Sheet**



# Welcome

We're really looking forward to welcoming you to The Lowry and bringing your production to one of our Stages. The below guidelines are designed to ensure that we work together to present your production in the best possible way to reach the widest audience – and maximise your ticket sales.

## On-sale Process

The Lowry has a pre-sale email that is sent to members and an access register/database at 10am on Thursday mornings.

The Lowry's weekly general On-sale email is 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

The 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.



# Digital Assets

## What we require for On-sale

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 send the following information to [marketing@thelowry.com](mailto:marketing@thelowry.com) ahead of On-sale.

Asset Requirements		Preferred / Accepted			
Website	Dimensions	File Type	File Size	Comments	
Desktop Masthead	2000 (w) x 770 (h) px 80px clear at the bottom of the image so it doesn't get cut off	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 (w) x 1250 (h) px	WebP / JPEG	<200kb		
What's On Image	900 (w) x 660 (H) px	WebP / JPEG	<200kb		
Video		Webm / MP4 / URL	<10mb		
Email	Dimensions	File Type	File Size	Comments	
Header/Hero Image	660 (w) x 400 (H) px	JPEG / PNG	<200kb	Please include both sizes of images as emails may require both. We will crop and condense images when not supplied in correct format.	
Newsletter Image	400 (W) x 300 (H) px	JPEG / PNG	<200kb		
Social	Dimensions	File Type	File Size	Comments	
Facebook/Twitter	1200 (W) x 628 (H)	PNG/JPEG	<200kb		
Instagram	1080 (W) x 1080 (H)	PNG/JPEG	<200kb		
Video		MP4/MOV/Gif	<100mb		



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**GREAT WOMEN**  
who CHANGED THE WORLD

### 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).





# Digital Assets

## What we require for On-sale

### Website/social/e-comms

Please send the following information to [marketing@thelowry.com](mailto:marketing@thelowry.com) ahead of On-sale.

- Age guidance / warnings
- Run time
- Keywords
- Facebook Pixel ID
- Social Media Images (Instagram 1080x1080px, Twitter 1024x512px, Facebook 1200x630px)
- Social Media Copy (Twitter 70-100 characters, Instagram + Facebook 130-150 characters)
- Hashtags (up to 9)
- Email copy (Up to 100 words)
- Reviews (If available)
- 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 contain The 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.



**The 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.

# Other requirements

## Publicity / Print material

### Standard requirements for print run according to show & venue

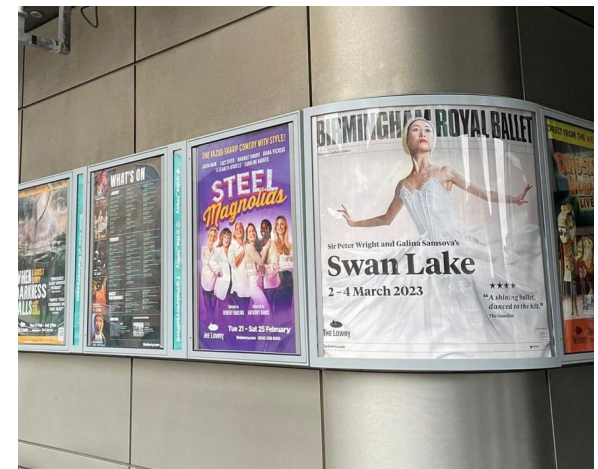
<b>Lyric Theatre</b> One-week show	A3 – 20 A1 – 8 4-Sheets – 8
<b>Lyric Theatre</b> One-night show	A3 – 10 A1 – 2 4-Sheets – 2
<b>Music/audience with/ comedy</b>	
<b>The Quays Theatre</b> One-week show	A3 – 15 A1 – 6 4-Sheets – 6
<b>The Quays Theatre</b> One-night show	A3 – 10 A1 – 2 4-Sheets – 2
<b>Music/audience with/ comedy</b>	
<b>Studio</b>	A3 – 10 A1 – 2 4-Sheets – if available

**Please note: we do not hold A5 flyers** in the building so I would advise against having any sent to us. If you wish to distribute these externally, please mention to the team and we can look into pricing that up.

All print sent to the Lowry must be marketed for the attention of Marketing. If you have any specific print enquiries, you can email [marketing@thelowry.com](mailto:marketing@thelowry.com)

The Lowry agrees to use this publicity material to publicise and promote the Production to the best of its abilities.

The Lowry reserves the right to dispose of any print containing incorrect references to The Lowry.



### Please ensure all artwork includes The Lowry info/contact details:

0161 876 2000 | [thelowry.com](http://thelowry.com)  
The Lowry logo (NB. no 'Art & Entertainment')  
The Lowry, Salford  
Dates eg: Tue 15 - Sat 19 Mar

**Please note The Lowry must be credited:  
The Lowry, Salford (NB. not Manchester)**



**Download Logos**

# Other requirements

## Press and PR

In order to support press coverage as part of the sales or within our season online launches please ensure that the following information is sent to [press@thelowry.com](mailto: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 The 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

### Supplementary information

Please forward the following information to [marketing@thelowry.com](mailto: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



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