

MARKETING OPPORUNITIES FOR RENTERS

Listed below are the marketing services available for all Eissey Campus Theatre renters.
If you have questions, please contact theatre director at 561-207-5358.

Services are for performances scheduled at the Eissey Campus Theatre only.
Services are subject to the approval of the theatre director.

FREE MARKETING PROVIDED

- **Brochure Counter** – brochures and/or flyers, provided by the renter, may be placed on the lobby information counter.
- **Posters** – 11” x 17” maximum size may be displayed in the box office and the lobby in glass cases pending available space. Please provide a minimum of two.
- **Theatre Website** – all events are listed on the theatre’s website at www.eisseycampustheatre.org - requires completed marketing form and photo provided by renter.
- **Calendar of Events** – a bi-monthly calendar is printed and distributed at the theatre.

OTHER MARKETING SERVICES

- **Email Blasts** - \$125 per blast – maximum one per event to approximately 3,000 names. Blast date to be coordinated with Ticket Office. Renter must provide email ready to forward at least one week prior to the date of distribution. Email design subject to approval by the Ticket Office. (Please see next page for additional guidelines)
- **Program Advertising** in the Eissey Campus Theatre Program (3,000 copies distributed December - April). It is printed in November each year. Color and special placement may be available at a higher rate. Please contact the theatre director for pricing and information at (561) 207-5358.
- **Mailing list purchase** - \$60 for a set of labels – available after rental contract signed – approximately 6,000 names – can be broken down by zip code. Allow one week.

GUIDELINES FOR EMAIL BLASTS

Email Blasts - \$125 per blast –to approximately 3,000 names. Specific blast date is at the discretion of the theatre director. Dates are given out on a first come, first served basis. Renter must provide email ready to forward at least two weeks prior to the date of distribution. Schedule your blast early, our calendar fills up fast!

Email design subject to approval by the theatre director.
Limit of one blast per event.

IMPORTANT...Email blasts must be sent to us in their **final design** – no exceptions. We cannot create the blast for you from text and photos or make changes. The completed email will then be placed between our standard header and footer and sent via Constant Contact.

FORMATTING

- The email can be no larger than 350 KB.
- Must be a jpg, gif or png file. Cannot be in a pdf format.

LINKS

- Links cannot be included within the final design. They can be added once we have placed the e-mail within our header and footer.
- If you would like to include links let us know what the URL address is and where you would like them placed.

For your information we have included a sample email on page two.

If you any further questions, please call 561-207-5358.

Send artwork to andersoj@palmbeachstate.edu