

Assets Form Guidance Notes

The assets form can be found [HERE](#)

Thanks for choosing to host your event with us – we're excited to have you on board!

This guide is here to help you plan your marketing and promotion. While we're happy to support where we can, marketing your event and ensuring it reaches an audience is your responsibility as the event organiser. You're in the best position to decide what works for your audience, and this guide highlights the kinds of materials and activity that can help.

We're a small part-time team of two, and we're not available every day of the week. We aim to list your event on our website within 7 working days of receiving your assets – but please be aware that delays can happen, and promotions for our own programme will take priority during busy periods.

That said, we're always keen to support the events that bring our spaces to life. The more you can share with us – high quality images, videos, artist bios and so on – the more we can amplify your event through our channels.

Image Specs

As part of your booking confirmation you will need to provide one bold, *ideally* text free landscape image of high quality. This image will be used across all our marketing activities so it's important that it is a strong image. Any images that do not meet the requirements may be rejected.

Shape and size

Our website will use the image in landscape when viewed on a desktop PC and square when viewed on a mobile device. The image will automatically resize. This is in a similar way to Facebook images compared to Instagram images.

Images for social media can be square as well as landscape or Instagram will now do 4:5 images. The next page is a handy guide for sizes.

Instagram

Feed Post (square): 1080 × 1080 px

Feed Post (portrait): 1080 × 1350 px (recommended for visibility)

Stories/Reels: 1080 × 1920 px

Profile Picture: 320 × 320 px (centre the subject – it crops into a circle)

Facebook

Event Cover Photo: 1200 × 628 px (recommended to keep text and important info within the centre area to avoid cropping)

Page Cover Photo: 820 × 360 px on desktop (crops differently on mobile – safe zone is centre 640 × 312 px)

Feed Post Square: 1080 × 1080 px (1:1 ratio)

Best for general posts – displays consistently across devices

Feed Post Portrait (Vertical): 1080 × 1350 px (4:5 ratio)

Takes up more screen space on mobile – great for attention

Feed Post Landscape (Horizontal): 1200 × 630 px (1.91:1 ratio)

Ideal for link previews and events

Stories: 1080 × 1920 px

Full-screen vertical format

X (formerly Twitter)

Post Image: 1200 × 675 px

Header Banner: 1500 × 500 px

Profile Photo: 400 × 400 px

Website listings

Listing Image: Plain landscape image, ideally 1920 × 1080 px (16:9 ratio), no text

Keep the subject/focus central to avoid awkward crops on mobile

Cropping

Depending on the device being used to view our website your image may be cropped, please consider this when composing your image, keeping the most important part of your image central.

Colour Model

RGB for screens

Licence

Please be aware that it is your responsibility to check licence and copyright requirements for any images used to promote your event.

File Format

JPEG or PNG.

Note: PDF's & Images embedded in Word docs or emails are not workable

Production Shots

Images for your show which feature people in costume/on stage is the best way to attract interest in your show.

Delivery

Please deliver files electronically either via email attachments or using a large file transfer service such as "WeTransfer".

Brochure

Season brochures are produced and printed and distributed around our site and in the city and local areas.

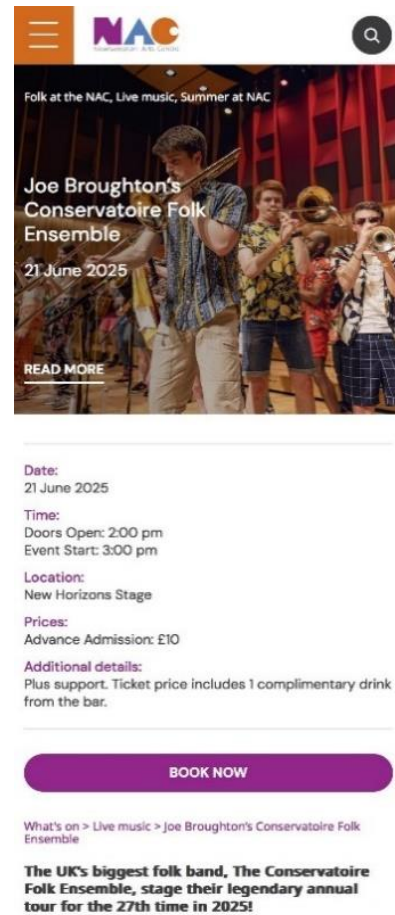
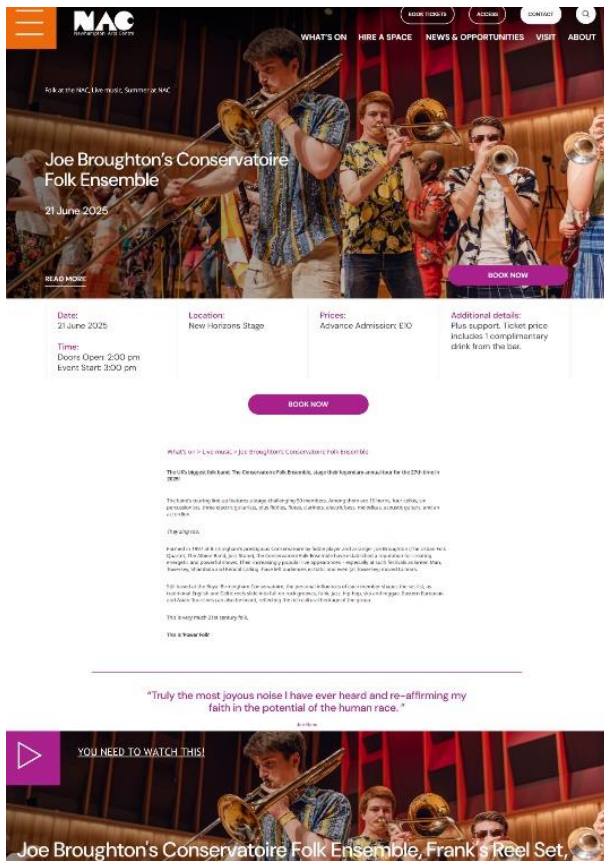
All hires receive a listing in the brochure if scheduling in advance and deadlines are met.

Website

Every show is given a dedicated show page on the website. This is populated with the text and image you provide when booking. It can be updated with additional information on casting, band members etc. Don't forget to use this show page URL when sending traffic to the website to book tickets. It will also be listed in the main what's on section of the website as well as genre filters if applicable. E.g. theatre/live music/comedy

Events are also uploaded to <https://visitbirmingham.com/> and <https://www.visitsandwell.com/>

Please note that the web page listing will resize depending on device used to view. Here are examples of a desktop and mobile version of an event.



Emails

Listings are sent out at the start of each month via email newsletter . We will also occasionally feature your event in genre specific emails throughout the season.

Videos

YouTube videos can automatically be listed on your webpage. Please also feel free to send any video files for sharing on social media.

Copy

Please try to give us different lengths of copy. For example, space is limited in the brochure so let us have 25-30 words for your listing as well as approx. 100 words for social media and approx. 300 words for the website (300 words is optimal, don't worry if you are struggling).

Ticket Prices

We can do discount codes, dynamic pricing, flexible pricing as well as early birds, pay as you can and door pricing. Just let us know your needs.

Important Dates & Times

Remember to let us know of any announcement dates, when you would like tickets to go on sale or any other major announcements / publicity events with at least 2 weeks in advance.

Let us know the date and time of your event. We can display door times and start times. The times should be by prior arrangement with your event booking.

Social Media

Social Media posts will be shared when possible on Facebook and Instagram. Please do tag us in your posts and we will engage where possible. Posts with pictures get read twice as often as those without. Always make an event and add us as a joint host. There are various local what's on facebook groups you can join and cross-post to. For example What's on Wolverhampton, Black Country Parents, Gig guide West Midlands and plenty more depending on your event type.

Facebook www.facebook.com/

@ WolverhamptonArtsCentre

Instagram www.instagram.com/

@wolverhamptonartscentre

Bluesky

@wolverhamptonarts.bsky.social

Print

OPTIONAL: Leaflets should be A5 or A6. (100-300 copies recommended) for display across the arts centre site. We can accept 5 x A3 posters and/or A4 posters. We can occasionally display A1 (weatherproof) or banners by prior arrangement.

Delivery: Box Office is open 9-5 every day

When designing your poster, be sure to include key information, including the box office number (01902 572090), and the website. Why not a QR Code that links directly to our show page?

Logo

[Our logo's can be downloaded here](#)

Additional Marketing Materials

Please feel free to also include (but not limited to) any of the following resources:

- Reviews
- Audience feedback
- Images from past events
- Cast/band members bio's and images etc
- Media and Press Releases
- Audio clips
- Artist Q & A's
- VoxPops
- Behind the Scenes / Rehearsal Content

We aim to get your event listed on our website within 7 working days.