

# Sault Community Theatre Centre

## Advertising FAQ

The SaultCTC (Sault Community Theatre Centre) is excited to host your content and make your show the great success it deserves to be. To best achieve this we need a few things from your marketing team as soon as possible. All content can be sent to [media@saultctc.ca](mailto:media@saultctc.ca) via email, Dropbox, or Google Drive (please note, our average turn-around is three day for marketing material processing). Here is a bit about our marketing options and what you need to provide to make the best use of them.

1). **Website Calendar and Banners** – Our homepage offers a great spot to advertise you event. We can make sure our regular patrons know where to find your content easily and quickly. To use our website service, please provide the following:

A **feature image**, an image that defines your event, is necessary, and this feature image can be used also for social media if needed. (see image standards)

A **full event description** sent via email for easy copying as well as any tags or event pages you want included for the event. For the event description, the more information the better but keep the first line punchy to grab your audience. **We suggest at least a paragraph so the viewer gets enough information to get excited about it.**

2) **Online Ticket Site** – Our online ticket site offers another great spot to advertise your show with banners, event pages as well as a featured image. **Please note the featured image is smaller in size** than the website so please be sure to check the image standards document.

3) **Social Media** – We currently offer **Facebook** and **Twitter**.

On Facebook, we offer to co-host the event if you create one on your native Facebook page to increase viewership, 3 posts (announcement, week before and reminder), and will tag/share your posts while using any custom hash-tags required. **Please share/link our posts** and we will do the same, this will keep the post active and on the top of patron's feeds allowing for better chance to catch their eye. **Videos/trailers are also great for social media** and will really make your event stand out.

On Twitter we offer an announcement post of presales as well as when sales begin. Please provide images, **your Twitter account address**, and keep in mind there is a character limit on Twitter posts so you may wish to create your own text for it or leave it up to us. Remember to like and share to keep the post active!

**Thank you** for taking the time to read our advertising FAQ, should you have any questions or concerns please don't hesitate to ask our marketing team at [media@saultctc.ca](mailto:media@saultctc.ca) . *Let's have a great show!*

# Sault CTC

## Advertising Image Standards

**Ratio 1:1**  
**1000 x 1000 px**  
**minimum**

### Profile Pictures

Facebook  
Twitter  
Instagram  
Website Bios

### Posts

Facebook  
Instagram  
Twitter  
Event Ads

**Ratio 3:2**  
**1200 x 800 px**  
**Minimum**

### Paper Media

Cards  
Posters  
Invitations  
Business Cards

### Digital Media

Event Ad  
\*Tixhub Ad  
Tixhub Sidebar

\* is the minimum requirement for all events  
hosted by The Sault Community Theatre Centre

**Ratio 3:1**  
**1500 x 500 px**  
**Minimum**

### Banners

TixHub  
Twitter  
Website  
Facebook