




Abravanel Hall Style Guide and ArtTix Advertising Opportunities

Abravanel Hall Style Guide

Venue Information	Abravanel Hall 123 West South Temple Salt Lake City, UT 84101
Required Advertising Information	<p><u>ArtTix advertising logo</u> Please include the logo as shown below in all advertising. Your event coordinator will provide you with an electronic file of the logo.</p> <div style="text-align: center;">  </div> <p><u>Primary Theatre Identification</u> Abravanel Hall - pronunciation: Abravanel (ah-brahv-ah-nel)</p> <p><u>Ticketing Statement</u> “Tickets are available online at www.arttix.org, at all ArtTix Ticket Office locations or by calling 355-ARTS.”</p> <p><u>Website address & phone numbers</u> www.arttix.org 801-355-ARTS (2787) 888-451-ARTS (2787) TTY 801-328-8202</p>
Driving Directions, Parking Options, Public Transit	<p><u>Driving directions:</u> Take Interstate 15 (north or south) to the 600 South downtown exit (exit 310, 600 South is one way). Continue east to West Temple. Go left (north) onto West Temple and continue to 200 South.</p> <p><u>Parking:</u> Salt Palace Parking on 200 South; Crossroads Mall, directly east of Abravanel Hall; or ZCMI Center Mall, one block east of the Hall.</p> <p><u>Public Transportation:</u> TRAX – Directly across the street from the Temple Square TRAX stop.</p>
Graphics	ArtTix logo, facility photographs and ADA graphics are all available on request from your event coordinator.
Presenter Posters	<p>We have a poster case in the building that presenters are encouraged to use when booking an event at Abravanel Hall. The case will be filled on a first-come, first-served basis.</p> <ul style="list-style-type: none"> • Poster Case Measurements – 30.5” wide x 42.75” high



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ArtTix Advertising Opportunities

ArtTix Advertising	ArtTix places weekly ads in the two daily Utah newspapers, the Salt Lake Tribune and the Deseret Morning News. We also place a bi-weekly ad in the City Weekly, Salt Lake’s alternative newspaper. The ads are fairly simple, consisting of a listing of all events on sale at ArtTix, including dates and venues.									
ArtTix Website Guidelines	<p>Visuals are a key component of the ArtTix website. We request that you provide production artwork for each event. If you don’t have anything production specific, please send your company’s logo. If you don’t submit anything, the default will be the ArtTix logo.</p> <p><u>At the time you submit your ticketing information for show setup, please also email your CFA Event Coordinator the artwork you would like associated with your show.</u> We will need it in two sizes, large and small and the specifications are below.</p> <table border="1" data-bbox="475 894 1414 1001"> <thead> <tr> <th>Format</th> <th>Size</th> <th>Resolution</th> </tr> </thead> <tbody> <tr> <td>Large image</td> <td>356 x 258 (width x height)</td> <td>72 DPI</td> </tr> <tr> <td>Small image</td> <td>80 x 70 (width x height)</td> <td>72 DPI</td> </tr> </tbody> </table>	Format	Size	Resolution	Large image	356 x 258 (width x height)	72 DPI	Small image	80 x 70 (width x height)	72 DPI
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Plasma Screen Guidelines	<p>At each ArtTix ticket office, we have large plasma screens that showcase your ad or short video clip. We need this artwork at the time you submit your show for ticketing setup so when your show goes up on the website, it will also show up on the plasma screen. Please forward ads, flyers, or video clips you would like to have on the plasma screens to Cami Moffat (info below). The specifications are listed below.</p> <p>* Please note we have video capability only, no sound.</p> <table border="1" data-bbox="475 1318 1450 1528"> <thead> <tr> <th>Format</th> <th>File Type</th> <th>Resolution</th> </tr> </thead> <tbody> <tr> <td>Ad or flyer</td> <td>JPEG preferred Can be TIF or GIF</td> <td>300 DPI</td> </tr> <tr> <td>Video - No sound - Up to 20 seconds</td> <td>WMV or MPEG only</td> <td>644 x 80 resolution Broadcast quality</td> </tr> </tbody> </table> <p>Send materials to Cami Moffat Email: cmoffat@slco.org Phone: 801 323-6803</p>	Format	File Type	Resolution	Ad or flyer	JPEG preferred Can be TIF or GIF	300 DPI	Video - No sound - Up to 20 seconds	WMV or MPEG only	644 x 80 resolution Broadcast quality
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Presenter Advertising Opportunities	If you are interested in placing ads at your own expense in either the Salt Lake Tribune/Deseret Morning News or the City Weekly, please contact your event coordinator for direct numbers to the ArtTix advertising sales representatives.									