



**Capitol Theatre Style Guide and ArtTix Advertising Opportunities**

**Capitol Theatre Style Guide**

<b>Venue Information</b>	Capitol Theatre 50 West 200 South Salt Lake City, UT 84101
<b>Required Advertising Information</b>	<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> <p style="text-align: center;"><b>artTix 355-Arts</b></p> <p><u>Primary Theatre Identification</u> - Capitol Theatre</p> <p><u>Ticketing Statement</u> “Tickets are available online at <a href="http://www.arttix.org">www.arttix.org</a>, at all ArtTix Ticket Office locations or by calling 355-ARTS.”</p> <p><u>Website address &amp; phone numbers</u> <a href="http://www.arttix.org">www.arttix.org</a> 801-355-ARTS (2787) 888-451-ARTS (2787) TTY 801-328-8202</p>
<b>Driving Directions, Parking Options, Public Transit</b>	<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> Pay lots located directly east, west and south of the Capitol Theatre or at the Salt Palace, one block south of the building.</p> <p><u>Public Transportation:</u> TRAX – 1-1/2 block north and west of Gallivan Center TRAX stop (255 South Main Street).</p>
<b>Graphics</b>	ArtTix logo, facility photographs and ADA graphics are all available on request from your event coordinator.
<b>Presenter Posters</b>	<p>We have marquees and poster cases in the building that presenters are encouraged to fill with their posters. These cases will be filled on a first-come, first-served basis.</p> <ul style="list-style-type: none"> <li>• Marquee – 9 feet, 8.5 inches long by 2 feet, 2.25 inches high</li> <li>• Three Poster Cases – 48 inches high x 20.5 inches wide</li> </ul>



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<p><b>ArtTix Advertising</b></p>	<p>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.</p>									
<p><b>ArtTix Website Guidelines</b></p>	<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="474 940 1414 1056"> <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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<p><b>Plasma Screen Guidelines</b></p>	<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="474 1356 1450 1585"> <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>640 x 80 resolution Broadcast quality</td> </tr> </tbody> </table> <p>Send materials to Cami Moffat Email: <a href="mailto:cmoffat@slco.org">cmoffat@slco.org</a> 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	640 x 80 resolution Broadcast quality
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<p><b>Presenter Advertising Opportunities</b></p>	<p>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.</p>									