



Abravanel Hall Venue Information & Event Advertising Guidelines

I. Venue Information

Abravanel Hall (ah-brahv-ah-nel)
123 W. South Temple
Salt Lake City, Utah, 84101

Driving Directions

Interstate 15 north or south to the 600 South downtown exit. 600 South is a one-way east-bound street. Turn left (north) on 300 West and travel to W. South Temple. Turn right (east) on W. South Temple, Abravanel Hall is on the right.

Parking

For a list of parking options, visit the ArtTix website (www.arttix.org).

Public Transportation

- TRAX – From either the Sandy or University trains get off at the Temple Square TRAX stop and Abravanel Hall is directly across the street from the station.
- Bus Routes – visit the Utah Transit Authority website (www.rideuta.com) for specific bus schedules.

II. In-Venue Event Advertising Opportunities

Lobby Television Screens

You may advertise your event, thank sponsors, and advertise future events on the lobby televisions in the Hall. During your performance, the screens will be tuned to events onstage, at your request. Please provide a DVD to your CFA Event Manager or Technical Director.

Ticket Office Screens

The ticket office television screens at all of our venues are turned on during regular business hours and during events where the ticket office is open. Anyone with an event may advertise on these screens. Please submit your artwork to your CFA Event Manager with your event paperwork.

We have only visual capability on the ticket office screens, no sound. Your artwork can be either an ad or flyer or a short video. If your event is free and ticketed or free and not ticketed, please indicate this prominently in your ad.

Ticket Office Screen Requirements:

Format	File Type	Ratio	Resolution
Electronic Ad or Flyer	JPEG, TIFF, GIF	16 x 9	300 DPI
Video (20 seconds max) - no sound	WMV or MPEG only	16 x 9	720x480



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Poster Case & Flyer Stands

Our poster case is available on a first-come, first-served basis, and in consideration of all upcoming events scheduled at the Hall. In addition, we encourage you to provide flyers about your event that we can place in kiosks at each of our ticket office locations. Please forward these materials to your CFA Event Manager for distribution.

Abravanel Hall poster case measurements	30.5” wide x 42.75” high
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Graphics

Facility photographs and ADA graphics are available upon request; contact your CFA Event Manager.

III. ArtTix-Ticketed Event Guidelines

ArtTix Advertising

ArtTix places weekly advertisements in the two daily papers – Salt Lake Tribune and Deseret Morning News – and the City Weekly, Salt Lake’s alternative weekly paper. The ads are simple, consisting of a list of all events on sale through ArtTix for a given period of time. Events are listed between two and six weeks prior to your event, based on available space.

We recommend that you place your own event-specific advertisements; your CFA Event Manager can send you a local media contact list.

Required Advertising Information

- ArtTix Logo – Please include the ArtTix logo as shown, on all advertising, flyers, and posters. You can request a black and white or color logo (PMS 669C) in JPEG, EPS, or AI formats from your CFA Event Manager.
- Tickets available online at www.arttix.org, at all ArtTix Ticket Office locations, or by calling 801-355-ARTS or 888-451-ARTS.
- The event date and title.
- If you advertise your ticket price and do not include fees in the cost, please state “tickets are \$-- plus applicable fees.”



ArtTix Website Graphics

All events on sale through ArtTix are sold on our website (www.arttix.org). Visuals are a key component for the ArtTix website and we require that you provide either a photo or your logo for your listing. If we do not receive artwork, the default will be the ArtTix logo.

Please submit your artwork via email at the time you submit your ticketing setup information. We will need your artwork in two sizes, the specifications are listed below.

Format	Size (width x height)	Resolution
Large Image	356 x 258	72 DPI
Small Image	80 x 70	72 DPI