

# Rose Wagner Performing Arts Center

## Venue Information & Event Advertising Guidelines



### I. Venue Information

Rose Wagner Performing Arts Center  
138 W. Broadway (300 South)  
Salt Lake City, Utah, 84101

#### Performance Spaces

- Jeanné Wagner Theater (Je-nay)
- Leona Wagner Black Box Theater
- Studio Theater

### 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 200 West and travel to 300 South (W. Broadway). Turn right (east) on W. Broadway, the Rose Wagner Performing Arts Center is on the left.

### Parking

For a list of parking options, visit the ArtTix website ([www.arttix.org](http://www.arttix.org)).

### Public Transportation

- TRAX – From either the Sandy or University trains get off at the Gallivan Plaza TRAX stop and the Rose Wagner is two blocks west of the station.
- Bus Routes – visit the Utah Transit Authority website ([www.rideuta.com](http://www.rideuta.com)) for specific bus schedules.

## II. Event Advertising Opportunities

### Ticket Office Screens

The ticket office television screens at all of our venues are turned on during regular business hours and during events when 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

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

Rose Wagner poster case measurements	22" wide x 34" 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.
- Ticket Purchase Locations – please include the following information: tickets available online at [www.arttix.org](http://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](http://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 and prefer to receive your art in a JPEG format.

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