

# Capitol Theatre

## Venue Information & Event Advertising Guidelines



### I. Venue Information

Capitol Theatre  
50 West 200 South  
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 West Temple and travel to 200 South. Turn right (east) on 200 South, the Capitol Theatre 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 Capitol is half a block west of the station.
- Bus Routes – visit the Utah Transit Authority website ([www.rideuta.com](http://www.rideuta.com)) for specific bus schedules.

## II. In-Venue Event Advertising Opportunities

### Electronic Marquee

The Capitol Theatre now has an electronic marquee, available to anyone presenting an event at Capitol Theatre. With a signed contract and deposit, your artwork can be put up on the marquee as soon as your tickets are on sale, or immediately if it is a free event.

The marquee will run from 7 am to 11 pm daily and the banners will rotate until 90 minutes prior to each event. At that time, the marquee will stay fixed on the event in the venue. The marquee will begin rotating again 30 minutes following the event start time.

Artwork will be accepted up to four days prior to your event and must include the event name, dates, and Company name or logo. The art must be a static banner or sign; at this time we cannot use any animation. The technical specifications are listed below.

### Capitol Theatre Marquee Technical Specifications

Format	Ratio	Resolution	Color
JPEG	448 x 96	72 DPI	RGB 8 bit color

For best results, use a darker background and lighter text – the more contrast the better. Script or cursive fonts will work best if they are ½ or more of the sign’s height. If you have questions about the marquee or need assistance creating a sign, please contact our Marketing Manager, Cami Munk at 801-323-6803.

# Capitol Theatre

## Venue Information & Event Advertising Guidelines



### Lobby Television Screens

You may advertise your event, thank sponsors, and advertise future events on the lobby televisions in the Theatre. 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 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

### 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 Capitol Theatre. 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.

Capitol Theatre poster case measurements	20.5" wide x 48" high
--	-----------------------

### 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.

# Capitol Theatre

## Venue Information & Event Advertising Guidelines



### 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](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