

# ALGONQUIN COMMONS THEATRE POSTER TEMPLATE

Please email our Theatre Marketing Coordinator, Jenna Tregwin, at [tregwij@algonquincollege.com](mailto:tregwij@algonquincollege.com) with the required event details, images, and logos listed below. Title the email “[insert event name and date] Poster Order”

If you are creating your own poster and assets, all of the criteria below must be met.  
You must email a copy for approval.

Title the email “[insert event name and date] Poster Approval”.

1. Name of presenter (specify if it should be included)
2. Name of event
3. Size of the Tabloid poster must be 11" x 17" (portrait)
4. Provide event image (artwork must be 300dpi or vector, and have the highest resolution possible)
5. Date of event
6. Venue name “Algonquin Commons Theatre”
7. If bar service is available, list times as “Lobby Bar” and “Event”. If no bar service is available, list times as “Lobby” and “Event”.
8. Where tickets are available for purchase
9. Algonquin Commons Theatre logo (available for download through [AlgonquinCommonsTheatre.com](http://AlgonquinCommonsTheatre.com))
10. Organizer/presenter website (if applicable)
11. Presenter logo (if applicable)

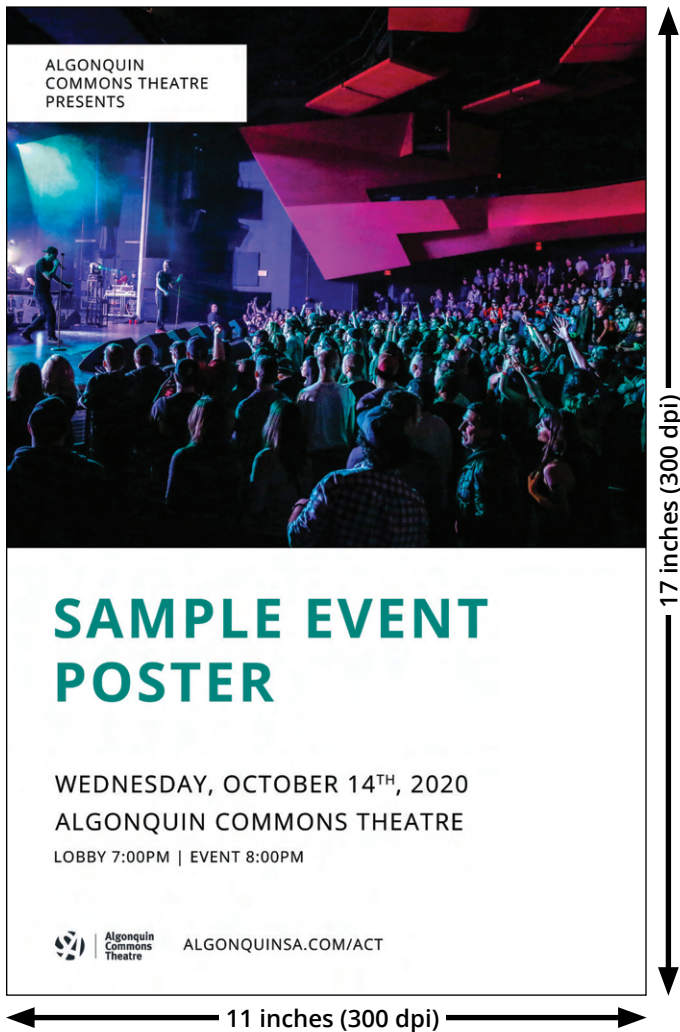


# REQUIRED ASSET DIMENSIONS

## TABLOID POSTER

### MUST MEET THE REQUIREMENTS OF THE ALGONQUIN COMMONS THEATRE POSTER TEMPLATE

The Tabloid poster will be printed on 11" x 17" tabloid sized paper and posted around campus where space is available. The Tabloid Poster should contain all key event details as it will be a stand-alone marketing asset.



## TICKETMASTER

The Ticketmaster asset will be used on your ticket listing on the Ticketmaster website. This asset will always be used alongside more information, and will be displayed on a smaller scale, so only a background graphic and event name are needed.



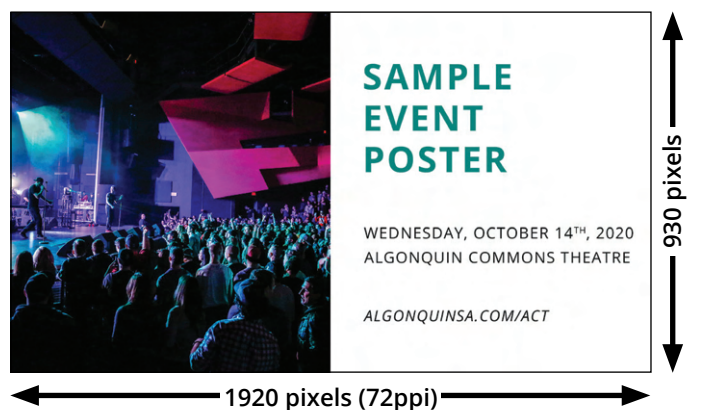
## FACEBOOK / WEBSITE EVENT

The Facebook/Website Event asset will always be used alongside more information. Including a background graphic and placing the event name within the mobile margins will ensure that the asset can be used across multiple platforms.



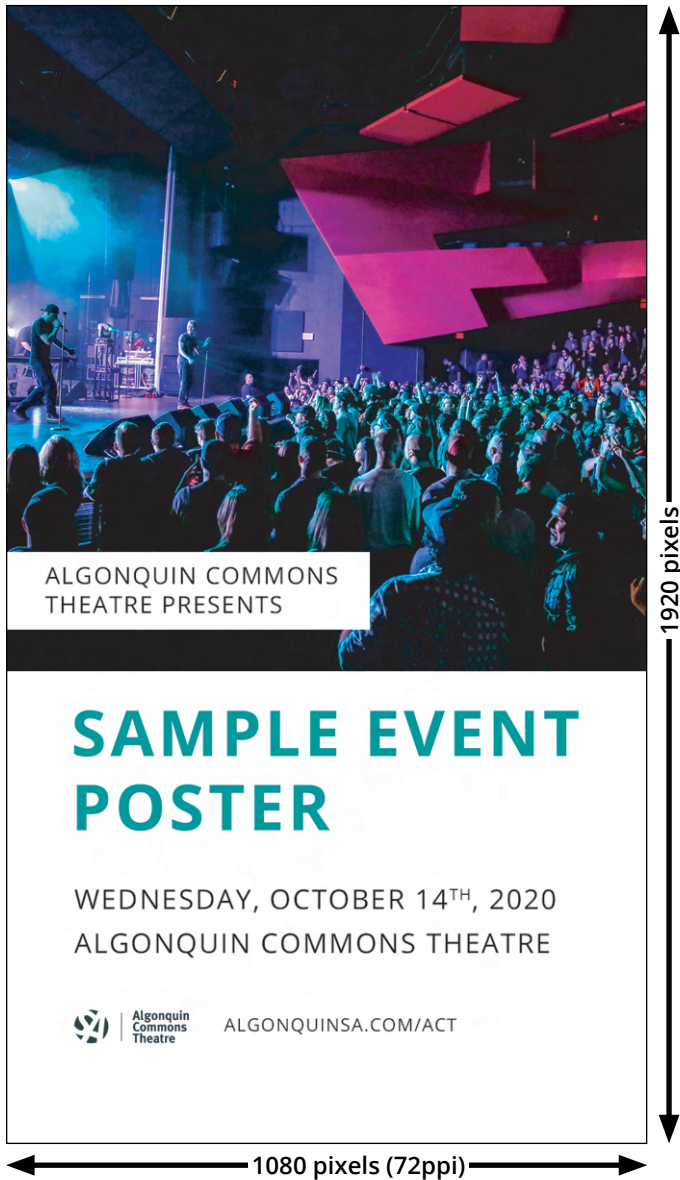
## LOBBY TV

The Lobby TV asset will be used to promote your event across the Algonquin College Ottawa campus. Content font size must be no smaller than 26 pixels in height and contain only key event details including event name, date, location, and where to find out more.



## BOX OFFICE TV / INSTAGRAM STORY

The Box Office TV/Instagram Story asset should have similar content/artwork as the Tabloid Poster, but with less details. Its key objective is to push people to the website to learn more, or inquire at the Box Office.

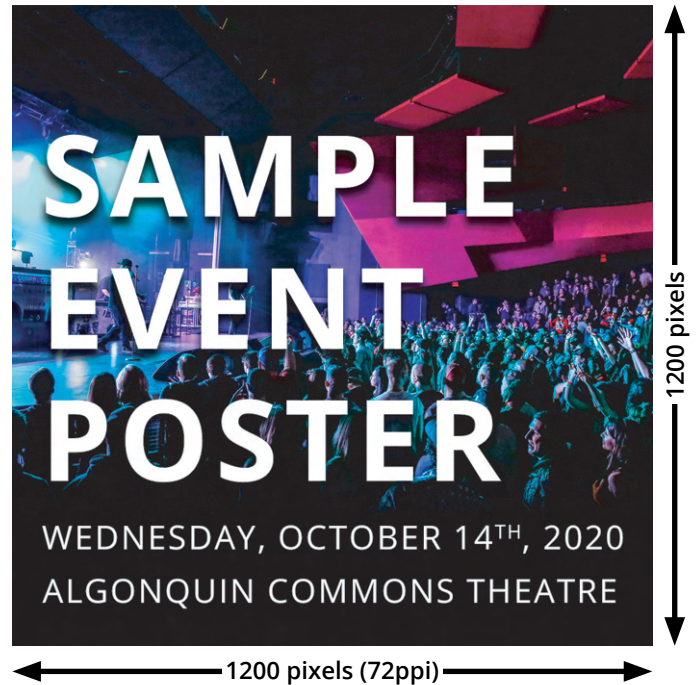


## ADDITIONAL ASSETS

- Event write-up
- Relevant social media/website links
- Any promo video(s) you would like us to share

## SOCIAL SQUARE

The social square should only contain the key event details, such as event name, location, and date. The font size should be larger to ensure easy readability on small digital screens.



## KEY LINKS & CONTACTS

### Download Logos

[AlgonquinSA.com/acttemplates](https://AlgonquinSA.com/acttemplates)

### Website

[AlgonquinCommonsTheatre.com](https://AlgonquinCommonsTheatre.com)

### Facebook

[/AlgonquinCommonsTheatre](https://AlgonquinCommonsTheatre)

### Instagram

[@ACT\\_Ottawa](https://ACT_Ottawa)

### Twitter

[@ACT\\_Ottawa](https://ACT_Ottawa)

### Jenna Tregwin

Theatre Marketing Coordinator

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