

PRINT REQUIREMENTS



There are penalty clauses of up to £25 per performance specified in our Performance Contract relating to delivery dates, quantity, technical details including the overprint space. Once your show dates are confirmed, print requests will be sent to you by email.

WHAT WE NEED – QUANTITIES, DEADLINES AND DELIVERY POINTS

We require a minimum of 500 leaflets (A5) and 30 posters (A4) per venue, suitable for overprinting by **digital photocopier**. The A5 leaflets in particular are an essential tool for promoters to spread the word and generate audiences for their shows.

- **SHINDIG** shows (Worcestershire) please send print **direct to the promoters at least 10 weeks** before the show. Addresses will be supplied with your contract. Contact us if you do not have this information.
- **LIVE & LOCAL** shows (Warwickshire, Staffordshire and Derbyshire only) please send to the **Live & Local office at least 10 weeks** before a show. Address: Live & Local, Pageant House, 2 Jury Street, Warwick CV34 4EW.

POSTER AND FLYER SIZE

Please talk to us if you are considering using sizes other than A3, A4 or A5. Promoters generally prefer A4 posters to A3, due to display space restrictions. Although supplying a few A3s is useful if you have them available. Folded DL or similar print cannot be efficiently overprinted through a photocopier.

OVERPRINTING SPACE

Please ensure to leave a **at least 20% white space** on the front of both posters and flyers. This should be logo free and with a plain white or light-coloured background. We need to add several logos, box office numbers, date, show start time, ticket price, venue name and other event information. All this information needs to be clearly readable, which requires plenty of blank overprinting space.

PRINT TECHNICAL AND DIGITAL PHOTOCOPIER REQUIREMENTS

Please be aware that the following types of paper are impossible to use a photocopier to overprint onto: gloss art paper, varnished paper (but see below), heavy weight paper or card or very flimsy paper (less than 100 gram).

Suggested print specifications follow, none of which should add greatly to your costs, if at all, when ordering in large quantities. Please pass the below requirements onto your printer/designer where possible:

1. It is essential that the print can go **through a digital photocopier** for overprinting.
2. Use **paper**, not card. Paper thicknesses of 130 to 150gsm is ideal, with silk or matt art, but not gloss art because this has a coating which will blister when overprinted.
3. **Use laser guaranteed inks.**
4. Apply a **water-based matt** seal rather than a varnish (such as oil based matt or full gloss varnish). If you wish to obtain a glossy finish to your leaflets and posters, try spot varnishing where a high gloss varnish is applied to just the image leaving the designated overprinting space area free of any coating.
5. Do note that 'glossy' finishes are not necessary to create a good quality leaflet. Use a **matt finish** which looks just as good, if not better. Using a glossy finish is likely to result in us, or the promoter, having to send the print out for professional overprinting costing £25 per 500 leaflets.
6. Remember to add the 20% blank overprint space!

Let us know asap if you intend to supply **photocopied** (colour or b/w) leaflets. We will have to run these through our copier again which can cause problems. In this case, it may be best for you to provide us with the artwork, or for us to provide you with the overprint details.

PACKAGING

Please don't fold or roll A4 posters as this makes them difficult to overprint. Note that courier firms can offer very good deals especially if you're sending a lot of publicity out at the same time.

IN-HOUSE PUBLICITY

If you don't provide print then we can produce some in-house. To do this we would need a selection of high quality pictures/photographs (min. 300 dpi / 1mb in size) and some copy about your show which would need to reach us at least 10 weeks beforehand. **If you do not intend to provide print then we need to know as soon as possible.**

Thank you for meeting these requirements. If you have any questions or need advice please contact Marketing on 01926 402173 or marketing@liveandlocal.org.uk