



# PRINT REQUIREMENTS

A handy guide for Artists and Companies for Supplying Artwork for  
Live & Local's Community Touring Scheme

**You've received the date(s) and time(s) for your forthcoming performance(s), so what's next?**

Now we need your design for flyers and posters in a **digital format** so that we can overlay essential information onto it for each event. i.e. the event date / time / venue / location / ticket price(s) / box office contacts / hospitality / parking / supporter's logos etc.

We will print off the required quantity of posters and flyers in-house. The local promoter will then distribute these to local residents and display points (libraries, pubs, shops etc.)

Below is our guide to ensure your print is compatible for the job. Please pass on this guide to your designer.

**Please also remember that if you fail to meet these requirements or the delivery deadline, our contract reserves the right to impose a £25 charge per event.**

Please take the following recommendations under advisement when designing your flyers and posters.

### **Imagery**

Strong, high quality and high-resolution imagery is essential in immediately appealing to audiences. This can be of the artist, the show artwork etc. but it must be eye-catching and fit in with the overprint requirements.

### **Be Direct**

We find images that convey the artform clearly are more effective. Abstract designs don't work as well for rural audiences as they might for an urban venue. **Assume no-one knows who you are.**

### **Accuracy**

If you rotate or alter your line up, remember to update your images and let us know.

## Shape and Quantity

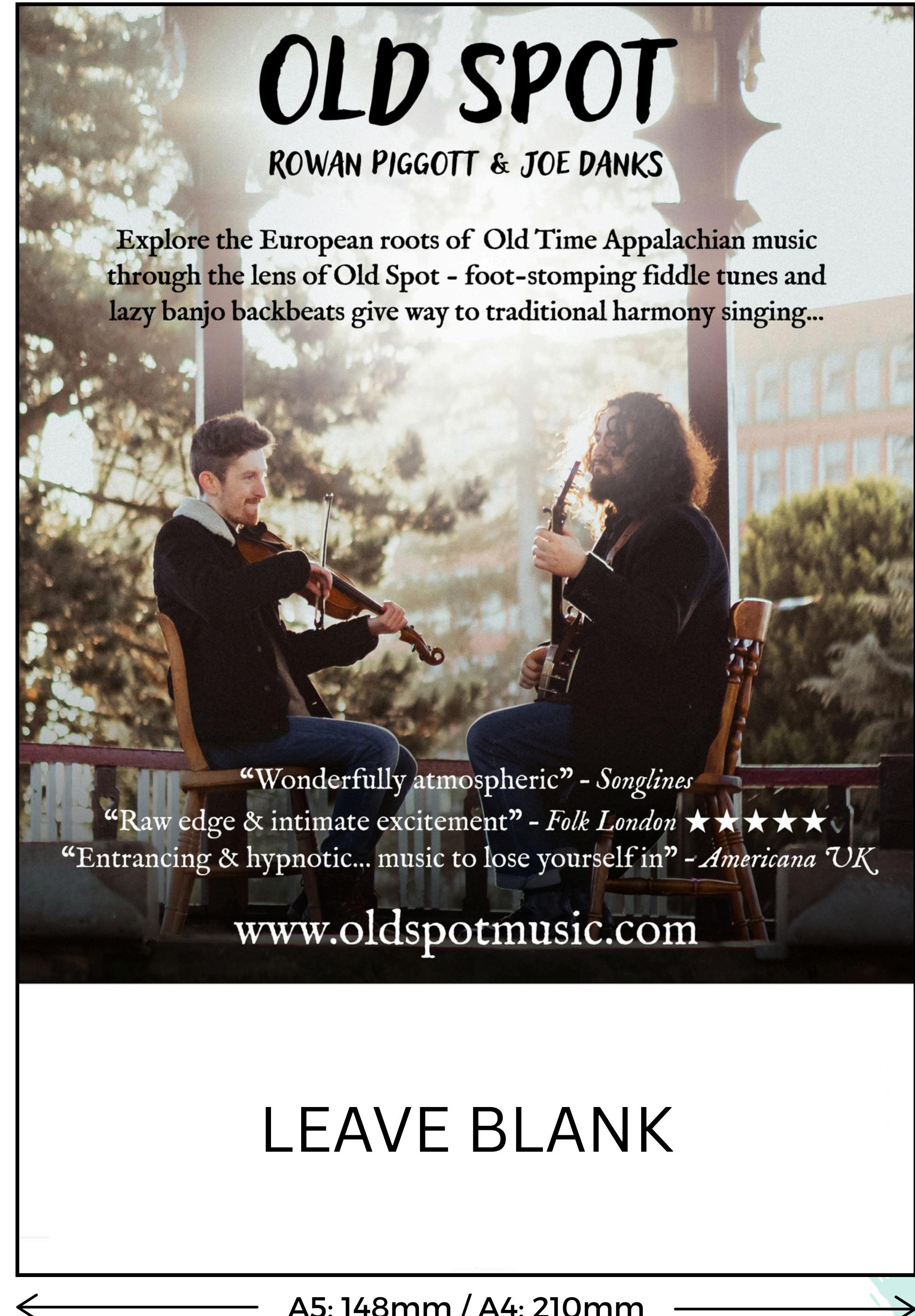
Please provide A5 / A4 designs only.

Please provide 1 x DIGITAL version of a single sided A5 flyer and A4 poster as JPEG or PNG file.

## Overprinting Space

It is **essential** that you include a blank space (page footer) at the bottom of the artwork for **overprinting** (see example right). It needs to be:

- 20% of the page. (A5: 42mm x 148mm) (A4: 59mm x 210 mm)
- White / light coloured to ensure high readability
- No logos or website information can be displayed in this space



Example of what our overprint will look like (right).



**FLORENCE NIGHTINGALE MEMORIAL HALL,**  
**HOLLOWAY (DE4 5AQ)**  
**Friday 06 December, 7:30pm**

**£13.00 (Standard) / £10.00 (Under 16)**

BOOK NOW: 01773 856545 or dcarless6@gmail.com or for online tickets visit [liveandlocal.org.uk](http://liveandlocal.org.uk) or scan QR code



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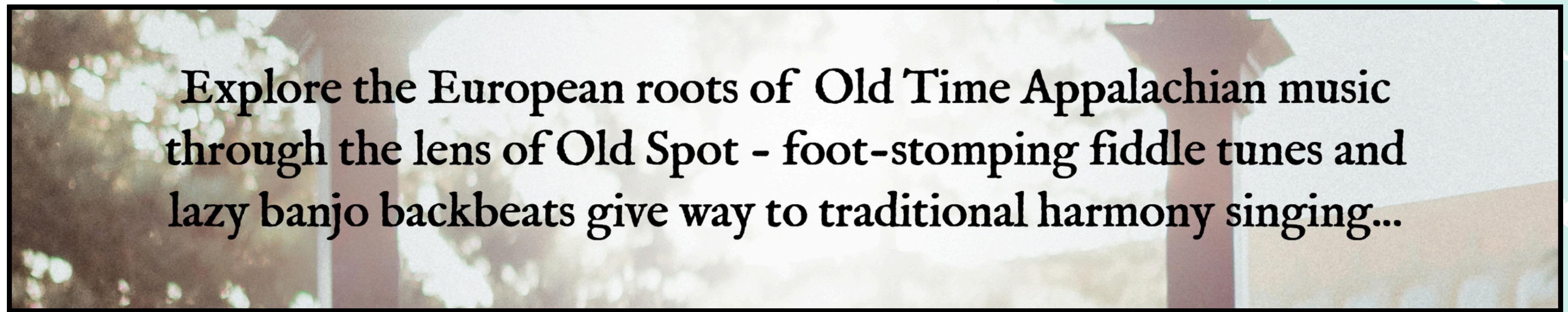


**LIVE  
& LOCAL**

## Information

The text on your artwork needs to sum up exactly what the show is about and why someone should attend. This means that you'll want to choose the information on the poster carefully.

- Don't include dates or venues as these can change.
- Avoid wordiness – just include the essential information, such as: the artist / band name and / or show title at the top of the flyer. This attracts attention in display racking.
- Describe what the show is on the poster, for example a comedy-drama or a gypsy-jazz performance. (This might seem obvious but it's very useful for audiences unfamiliar with your work)



**Explore the European roots of Old Time Appalachian music through the lens of Old Spot - foot-stomping fiddle tunes and lazy banjo backbeats give way to traditional harmony singing...**

- Again, an obvious point, but please double check your grammar and spelling in all print material.

## Reviews / Pull-quotes

It's always great to include pull-quotes from reviews from reputable sources and / or audience members on your print material. This verifies your your show.



“Wonderfully atmospheric” - *Songlines*

“Raw edge & intimate excitement” - *Folk London* ★★★★★

“Entrancing & hypnotic... music to lose yourself in” - *Americana UK*

[www.oldspotmusic.com](http://www.oldspotmusic.com)

If reviewed with a star rating system from one to five star reviews and above should be visually represented on flyers / posters, like this (★★★★★) as this grabs attention.

## Target Audiences

It is essential to consider your audience when designing print materials. People between the ages of 55 and 64 form the largest group for Live & Local rural touring audiences, with a further third of audience members being 65 and older. Their main motivations for attendance (The Audience Agency Audience Finder data tool) are:

- To be entertained (60%)
- To spend time with friends / family (9%)
- Performing arts are an important part of who they are (9%)
- To do something new / out of the ordinary (5%)

Make sure that your design speaks to these motivations, as well as being representative of the show and its artform and genre.

## Delivery

Please email the design to: **marketing@liveandlocal.org.uk**

If you have any questions or need assistance, please contact the Audience Engagement Team on **01926 402 173**