

Official Programme Advertising and Artwork Specifications



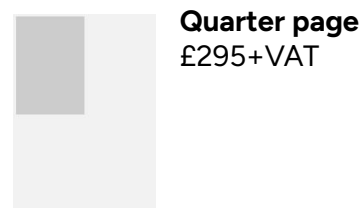
Why advertise with us

- 2024 venues include: Chester, Liverpool, Guildford and Peterborough Cathedrals, Birmingham and Stockport Town Halls, Buxton Octagon, Derby Reach, Oldham Queen Elizabeth Hall, New Wimbledon Theatre, York Barbican and Royal Manchester Children's Hospital
- Our 2024 programme has a projected reach of 21,000+ audience members, enabling prime exposure for your company and brand
- Our typical audience fits the ABC1 demographic classification, providing an ideal match for your target audience
- Your business is listed on our website and social media platforms
- You can also submit a screen-friendly advert to be shown before the show, and during any intervals



Programme advert options

There are three sizes of adverts available in our programme:



Advert specifications

Adverts should be supplied in a way that meets as many of the following specifications as possible. We can work with you to get your advert right for printing if you are not sure what to do.

- **Format:** All artwork should be supplied as a print-ready PDF
- **Safe areas:** All crucial information must be displayed within the defined safe areas as listed below
- **Bleed:** Please provide a 3mm bleed around the outside of the advert
- **Resolution:** Please provide artwork at 300dpi
- **Colour:** Please provide artwork in a CMYK colour mode
- **Fonts:** Fonts should be embedded in the PDF
- **Errors:** Carrot Productions will not be accountable for errors due to incorrectly supplied artwork

Size guides

FULL PAGE

210x297mm (A4 portrait)

+ Bleed: 216x303mm

Safe: 200x287mm

HALF PAGE

200x141mm (~A5 landscape*)

+ Bleed: 206x147mm

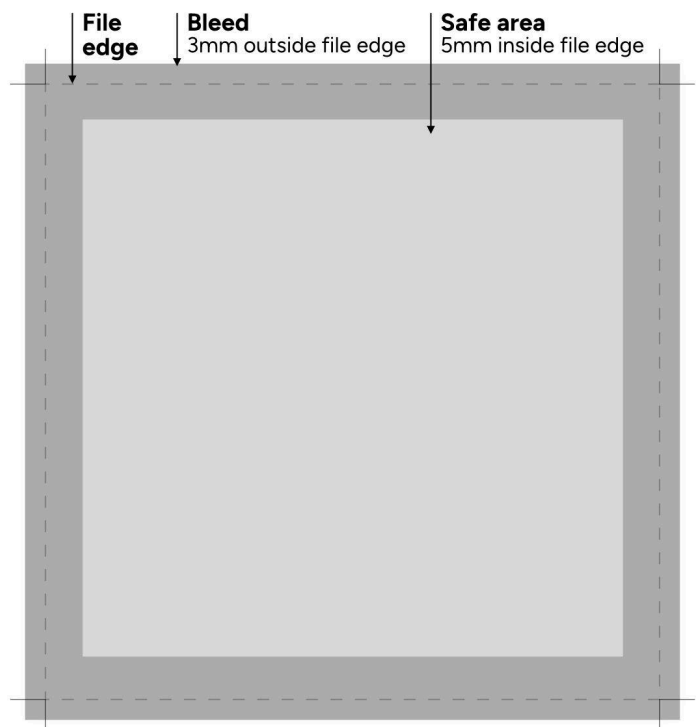
Safe: 190x131mm

QUARTER PAGE

97.5x141mm (~A6 portrait*)

+ Bleed: 103.5x147mm

Safe: 87.5x131mm



*Half and Quarter page ads are almost A5 and A6 size respectively, however, when laid out on a page, a 5mm gap is needed between adverts, resulting in these slightly smaller dimensions. If your ad is set A5 or A6 size and not easily amendable, this is most likely still fine to use. Please get in touch.

Artwork must reach us by Friday 8th, November 2024

For more information

Please contact Claire Surman for more information - claire@carrotproductions.com

