

Joseph Rowntree Theatre - Publicity Policy

Brochure

A full colour brochure is produced three times a year. All show information printed in the brochure will be taken from the Hire Contract. Brochures will be available from the theatre foyer as well as York Theatre Royal, local Tourist Information Centres and local Libraries. Brochures are mailed out to those on the Joseph Rowntree Theatre Mailing list.

The brochures are produced:-

AUTUMN (Sept - Dec): Deadline for information 1st week in August. Printed 3rd week in August.

SPRING (Dec - May): Deadline for information 1st week in November. Printed 3rd week in November

SUMMER (May - Sept): Deadline for information 1st week in April. Released 3rd week in April

The timing of the Summer Brochure can vary due to the Easter holiday.

Foyer Leaflets & Posters

Hirers should provide publicity material at least 12 weeks before the first performance. Send publicity material to:

The Joseph Rowntree Theatre,
Haxby Road,
York, YO91 1RT

or deliver by hand when the theatre is open (6 - 9pm on performance nights only).

If you provide leaflets they will be displayed in the holders provided; they will not be handed out.

A1 portrait posters will be displayed in strict chronological order. All smaller posters will be displayed at the discretion of the Theatre Board. As the display cases are A1 portrait in size, four A3 portrait posters would be an acceptable alternative.

Exterior Poster Display Case

Hirers should note that A1 portrait posters provided for the exterior case will be displayed in strict chronological order.

Posters are updated on the Monday following the previous production except Bank Holidays when they will be replaced on the Tuesday.

Two A1 posters listing all the current events will be displayed throughout the year.

Website

As soon as the deposit and show information sheet are received information will be displayed on the theatre website: <http://jrtheatre.co.uk/>

Additional information for the website should be sent by email to webmaster@jrtheatre.co.uk

The information needed for the website is:-

- Hirer name as you wish it displayed on the show entry.
- URL of the hirer's website (if you have one).
- Name of the show.
- URL of the show (if there is one).
- Tagline or short description (ie *UK Premier*).
- Longer description of the show.
- Ticket pricing and availability.
- An image of the show poster or other image that goes with the show.
- URL of online ticket seller

Show images must be owned or appropriately licensed by the hirer to allow the theatre website and other websites that syndicate our event information to use the images - it is the hirer's responsibility ensure that use of the images does not infringe any copyright restrictions.

Show images should be in a portrait orientation and will be resized to approximately 212 by 300 pixels for display.

If tickets are being sold through an outlet with online ticket sales such as the York Theatre Royal Box Office, then the website entries can link directly to the ticket retailer. Please let us know if you have online ticket sales.