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# Publicity Guidelines

In accordance with your Company Contract with Applause we require you to provide the Promoter with generic publicity material. Applause will provide the Promoter with stickers printed with the specific performance details (date, time, venue, ticket price, Box Office number etc). The Promoter will apply the stickers and then arrange to display/distribute the publicity in their local area.

**Size** Posters A4 (plus A3 if available)  
Leaflets A5

**Layout** Portrait

**Labels** We provide 3 standard label sizes for overprinting.  
64mm x 38mm  
100mm x 34mm  
200mm x 40mm

## Overprint Space

Taking into account the size of labels we can provide, a suitable area of the publicity should be left blank for overprinting details. Please ensure this area is clear of all logos, imagery and text, and that it appears on the front side of the publicity.

## Quantities Required Per Performance

20 A4 posters                      250 A5 leaflets

## Quantities Required By Applause

Please forward a few sample posters and leaflets (2 or 3 of each) to the Applause office in order that we can provide the Promoter with appropriately sized overprinted labels.

## Packaging

Please ensure the following:

Do not roll or fold posters.

Securely wrap all packages in boxes or padded envelopes taking care not to crumple the edges of the publicity.

Please send by a secure means of delivery e.g. Royal Mail, courier or parcel delivery service.

## Delivery Date

We require publicity to be delivered to the Promoter at least **10 weeks** before the performance date.

## Delivery Address

Please refer to your Company Contract for the Promoter delivery address.

## Cost

Please factor the cost of supplying the Promoter with publicity material into your quoted show fee.

## Penalty Clause

An appropriate penalty clause will apply if you fail to comply with the overprint space, delivery date and quantity requirements listed above. Cancellation fees may not apply if a performance is cancelled due to poor ticket sales because of late arrival of publicity.

**If you have any queries or questions please do not hesitate to contact Applause direct on 01892 457635 or email [office@applause.org.uk](mailto:office@applause.org.uk)**