



Online Marketing Specs and Pricing for Blumenthal Arts

Event Pages

- Please provide the following art sizes for your event's ticketing page:
 - Event Logo for Blumenthal Arts (required): 570 x 440
 - Event Logo for CarolinaTix (required): 1440 x 1440
 - Event Spotlight (optional): 1600 x 600
**Typically this space is used for production shots*
 - Spotlight image (see sizing above)
- Please make sure the 570 x 440 and 1440 x 1440 graphics incorporate the artist and/or event name:
 - [Example 1](#)
 - [Example 2](#)

Email - Complementary

As part of your contract, each rental receives a feature in the monthly Rental Combo Calendar email. This ad space is shared with other Venue Partners and is a one-time offer included at no additional cost. ****Blumenthal will use the graphic the show provided for the website.***

Email Blast – Fee

All Venue Partners have the option to purchase **ONE** dedicated email blast per event. Our calendar permits one Venue Partner email per week and spots are filled on a first come, first served basis.

Pricing

- \$50/thousand addresses (or \$0.05 per email address) with a 1,000-address minimum.
**Maximum will be determined by Blumenthal and/or your budget.*
- Invoice will be applied at settlement. Contact your Programming representative for invoicing questions.

Required Email Blast Specs

- **GRAPHIC**
 - A single graphic that will link to your event page on CarolinaTix.org.
 - Show art, including any/all logos and other graphic elements.
 - 600 pixels wide by no more than 1,000 pixels tall.
 - Under 300 KB file size: .jpg, .jpeg, .png format.
 - *Note: Blumenthal DOES NOT produce the graphic for you.*
- **SUBJECT LINE FOR THE EMAIL**
- **PREVIEW TEXT**
 - This is the line of text you see in the email notification and your inbox below the subject line before you open the email.
- **COPY/TEXT FOR THE EMAIL BODY**
 - Description of show.
 - All pertinent information: show name, date(s), location.
- **IDEAL EMAIL SEND DATE**
- **SPECIFIC SHOWS OR ARTISTS THAT YOU'D LIKE TO TARGET**
- **BUDGET SIZE OR NUMBER OF EMAIL ADDRESSES (@ \$0.05 EACH) YOU HOPE TO SEND TO**
**Depending on circumstances, this number may be determined by Blumenthal*