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 CarolinaTix 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 CarolinaTix 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*