

# Event Information & Publicity Form



Please complete this form in its entirety and return it via e-mail, fax, or postal mail:

**e-mail** rentals@kelly-strayhorn.org  
**fax** 412-363-3416  
**mail** Kelly Strayhorn Theater  
Attn: Rentals  
Administrative Office  
5530 Penn Ave  
Pittsburgh, PA 15206

**PRESENTING ORGANIZATION** \_\_\_\_\_

**EVENT TITLE** \_\_\_\_\_

**TICKET INFORMATION** → Include all discounts, advance sales, and door sales

Ticket Type (senior, general, etc)	Door, Advance Sale, or Both	Price

**HOW AND WHERE TO OBTAIN TICKETS**

→ Include phone number and/or website

\_\_\_\_\_

**EVENT SUMMARY**

→ A brief description for the event preview (calendar list). 1 sentence max.

\_\_\_\_\_

**EVENT DESCRIPTION**

→ A longer description for the event page. 7 sentences max.

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Event Information & Publicity Form, cont.

Is this event appropriate for all ages? \_\_\_\_\_

If NO, please explain and provide a minimum age requirement: \_\_\_\_\_

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### PROMOTIONAL SUPPORT

To help promote your event, KST will include your event on the event calendar at [www.kelly-strayhorn.org](http://www.kelly-strayhorn.org), and will hang a large-format poster in front of the theater on Penn Avenue.

#### Photo for Online Event Listing

The online event listing includes space for a small SQUARE image. You may provide a image of any shape/orientation, but it will be cropped to a square. Please consider this when selecting an image.

**Image Format:** File extension must be JPG, JPEG, TIFF, or GIF

**Image Size:** Minimum of 150 pixels tall x 150 pixels wide

#### Large-Format Poster

Kelly Strayhorn Theater will print ONE (1) full-color, large-format poster at no cost to the renter. Posters are 36" wide and 72" tall. This format is long and skinny compared to 8.5"x11" or 11"x17" posters. Simply enlarging smaller posters like these will not work—significant portions of your poster will be lost from the sides. We recommend keeping text and other important elements of your poster at least 2 INCHES from the sides so they are not blocked by the display case frame. Please design your poster accordingly.

**Poster Print Size:** 36 INCHES W x 72 INCHES H

**Poster Resolution:** 150 DPI minimum at full size

**Poster Format:** PDF, JPG, TIFF, or EPS