



Information for visiting companies

Leicester Square Theatre is a really busy venue, and we really want to sell your show. We've got a variety of ways you can help us to help you – but do get in touch with us on marketing@leicestersquaretheatre.com if anything isn't clear.

What we will need from you

- Social media handles – Facebook, Twitter and Instagram if you have them
- Print – see below for guidelines
- Assets – any video, press coverage and anything else that you think sells your show

What we do for you

- Listings on venue website www.leicestersquaretheatre.com
- Eshot inclusion on Leicester Square Theatre email list (95k) – on sale announcement and additional mention
- Inclusion on front of house screens
- Inclusion in monthly venue brochure (*subject to show being confirmed and information provided prior to print deadlines*)
Automated listings on partner websites including Ents24 and The List
- Social media presence – on sale announcement and at least one more mention

Other things you can do to sell your show

- Facebook event – create an event and request co-hosting access for the Theatre
- Make sure you're listed on appropriate listings sites for your show
- Facebook advertising – subject to discussion, we may be able to create an ad on the Theatre page and recharge on your settlement
- Solus eshot to around 2k previous bookers – this will be charged at £25 plus VAT on your settlement
- Ents24 sell really well for us – they have a 'boost' function for you to easily buy small amounts of advertising <https://www.ents24.com/boostbuttons/#/>

Print

Logos and visual identity

Please use the Leicester Square Theatre logo on all promotional material. Do not distort, crop or change the colour or appearance of the logo in any way.

We have a variety of formats of logo at the link [here](#).

Overprint Detail

Box Office 020 7734 2222 | www.leicestersquaretheatre.com

Leicester Square Theatre, 6 Leicester Place, London, WC2H 7BX

If you are mentioning specific ticket prices on any publicity material the words 'Booking Fees Apply' must also be included to comply with ASA regulations. This should be in a smaller font than other elements.

General design

We use display frames for posters at the Theatre – please make sure any critical elements including text and logos are at least 15mm from the edge of the design.

Print quantities

1 night

1 x A1 Laminated Poster

5 x A3 Posters

500 A5/DL Leaflets

3 nights+

2 x A1 Laminated Poster

10 x A3 Posters

1000 A5/DL Leaflets

We have very limited display space at the Theatre and we encourage you to supply only the print specified. We will rotate posters and flyers; please supply posters as early as possible.

For long runs or to discuss specific print requirements, please contact

marketing@leicestersquaretheatre.com

Please send proofs to marketing@leicestersquaretheatre.com prior to print, just so we can make sure everything's in the right place.

Deliveries

Please deliver all print to Leicester Square Theatre, 6 Leicester Place, London, WC2H 7BX. Please arrange all print deliveries between the hours of 9am and 5pm.

Assets

Images

Website

You should have already sent over an image for website use, but if you need to change it, please supply in the spec below:

Portrait image: 500px (w) x 665px (h), Format: JPEG <1mb

For brochure use, and for press requests if we get them:

High res image larger than 1mb, Format: JPEG

Please include a photo credit in the filename where appropriate.

Video

If you have YouTube links to trailers or other footage, these are great for us to host on your show page. Raw video files are best for direct hosting on social media, but we're happy to use YouTube links at a pinch.

Anything else

If you're appearing on the television, have just been reviewed, or have written something interesting – do send it on! We'd love to get it out on social media.

Social media channels

twitter.com/lstheatre

facebook.com/lstheatre

instagram.com/lstheatre

Contacts

Box Office: boxoffice@leicestersquaretheatre.com

Marketing: marketing@leicestersquaretheatre.com

Social Media: socialmedia@leicestersquaretheatre.com