

**LEICESTER  
SQ THEATRE**

**SHOW MARKETING  
FOR VISITING COMPANIES**



# WELCOME TO LEICESTER SQUARE THEATRE

**We look forward to welcoming you to Leicester Square Theatre, in the heart of London's bustling and vibrant West End.**

This guide is designed to provide you with information on our promotional asset requirements and show marketing options.

Whilst we handle a number of marketing activities for our programme at Leicester Square Theatre, with so many artists coming through the venue each year, we can only achieve the best campaign if our promoters and artists work with us to ensure that information and high quality assets reach the biggest potential audience.

For all marketing queries, please contact [marketing@leicestersquaretheatre.com](mailto:marketing@leicestersquaretheatre.com)





# DIGITAL ASSET REQUIREMENTS

## REQUIRED DIGITAL ASSETS

All images provided should be high quality JPG <500kb.

<b>Booking page</b>	1600 x 1200 (landscape, no text) 500 x 665 (portrait, no text)
<b>Social media, digital screens</b>	1200 x 675 (landscape) 1080 x 1080 (square, no text)

Show artwork is displayed within LST-branded frames throughout the venue.

## OPTIONAL DIGITAL ASSETS

<b>Instagram/Facebook stories</b>	1080 x 1920 (portrait)
<b>X (Twitter)</b>	1200 x 675 (landscape)
<b>Video trailer</b>	1080 x 1080 (square), MP4 <100mb 1920 x 1080 (landscape), MP4 <100mb
<b>YouTube or Vimeo trailer link</b>	This will be added to your booking page

You are welcome to provide whatever other assets you may have for our use on social channels.

**IF YOU HAVE A SEPARATE TICKET URL ON ANY OF YOUR ASSETS, YOU MUST ALSO INCLUDE THE URL LEICESTERSQUARETHEATRE.COM.**





## PRINT REQUIREMENTS

Size	1-2 nights	3+ nights
A1 Poster (laminated)	1	3
A3 Poster	5	10

### DELIVERY ADDRESS

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

### OVERPRINT DETAIL

Box office: 020 7734 2222

[leicestersquaretheatre.com](http://leicestersquaretheatre.com)

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

Our logo pack can be found at [leicestersquaretheatre.com/press-and-marketing](http://leicestersquaretheatre.com/press-and-marketing). Do not distort, tilt or modify our logo in any way.

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

**PLEASE SEND ALL PRINT PROOFS TO US BEFORE GOING TO PRINT.**





# MARKETING OPTIONS

## ORGANIC SOCIAL

Once your show goes on general sale, we will announce it on our social media platforms (Instagram, X/Twitter and Facebook) over the course of the onsale week and post further content in the run-up to the show. The more content you can provide, the better. Send any interviews, press clippings and other relevant content to [marketing@leicestersquaretheatre.com](mailto:marketing@leicestersquaretheatre.com).

For reference, all our accounts on social media platforms fall under [@LSQTheatre](https://www.instagram.com/LSQTheatre). Please make sure you tag us in any social media activity and provide us with all relevant social media handles (generally on the booking form). We will tag all posts created with the provided handles and we encourage artists and their PR teams to engage and share these posts to increase views and possible audiences.

## PAID SOCIAL

We can run Facebook and Instagram ads through our Meta account with a minimum budget of £100. Let us work with you to understand how best to target your audience.

## E-EWSLETTER

Our weekly e-newsletter is distributed every Thursday. The date of your show's inclusion in our weekly e-newsletter will depend on the agreed announcement or onsale date.





# MARKETING OPTIONS

## PAID SOLUS EMAIL

We can put together a targeted solus email for £100 + VAT if desired. This goes to specific and relevant audiences on our existing mailing list. We will work with you to establish an ideal audience for your campaign.

## LEICESTER SQUARE QUESTIONNAIRE

This is a fun content series that features on our website, is included in our newsletters and goes out regularly on our social accounts. We'll send you the standard questions and share the most entertaining answers.

We ask that you don't send your answers any later than three weeks before your show, so that you've got the best chance of getting seen and featured multiple times.

These answers can be provided as text, video, recording, whatever medium you want to use!

## RECIPROCAL

If you have any good relationships with other venues for reciprocal marketing or you know of any similar shows taking place at the same time, do let us know as we can work with them to promote shows across the country and reach audiences that we potentially can't access through our own social media accounts/ mailing lists.





# MARKETING OPTIONS

## COMPETITIONS

We are happy to run ticket competitions free of charge on our social media channels, website and to members of our membership scheme, LST Priority. If this is of interest, please get in touch.





## PR, FLYERING AND PRINT DISTRIBUTION

For PR, flyering and print distribution, we recommend [Mobius Industries](#).  
We are happy to make a personalised introduction on your behalf.





[marketing@leicestersquaretheatre.com](mailto:marketing@leicestersquaretheatre.com)

