



COWICHAN
PERFORMING
ARTS CENTRE

MARKETING SERVICES



CPAC Event Webpage

Webpage is live when tickets go on sale to the general public via the Cowichan Ticket Centre

Requirements: content copy (250 words max), confirmed prices or offers, hi-res image (300dpi jpeg), 550w x 650h pixels (max) YouTube video link (if available)

Cost: Included with Rental



Social Media

Event Listing on Facebook with links to ticket site

Requirements: Facebook = jpeg image—1920 x 1080 pixels

Shared posts on CPAC Facebook page and re-tweets to CPAC followers

Requirements: like CPAC Facebook and tag CPAC in posts

Cost: Included with Rental



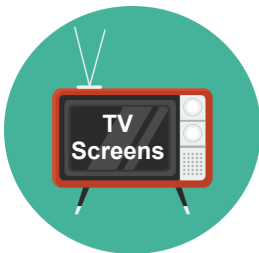
E-Blasts

Sent out to 15,000+ registered CPAC Subscribers

Limit of 2 blasts total - one on sale announcement; second sales boost as needed and if scheduling space available

Requirements: content copy (250 words max), confirmed prices or offers, jpeg image 550w x 700h pixels, YouTube video link (if available)

Cost: \$50



TV Screen Advertising

Event Ad Display scrolling on 5 TV Screens throughout the building

Displayed 4-6 weeks prior to event date

Requirements: jpeg image—1920 x 1080 pixels

Cost: \$40

Info to Include: Image, Show Title, Show Date and Time



Poster Distribution

Recommended distribution 4-6 weeks prior to event date

- External Distribution of 90 of 8.5" x 11" posters throughout the Cowichan Valley from Mill Bay to Ladysmith
- Internal Distribution of 8 of 11" x 17" posters within the building

Requirements: 90 **pre-produced** 8.5" x 11" and 8 11" x 17" posters delivered to CPAC Marketing Department (**Please note: CPAC does not print posters—posters must be supplied**)

Cost: External Distribution \$2.25 per poster (90 total)

COWICHAN VALLEY MARKETING RESOURCES



Media Coverage

Press Releases: If you are planning on promoting your show by sending out a media release, CPAC can provide a local media list upon request.

Media Reviewers: Each reviewer you approve to attend your show must have a show ticket to enter the theatre. Reviewer tickets can be arranged by contacting Leah Worth at the Cowichan Ticket Centre and providing the reviewer's name and media outlet. Instruct the reviewer to pick up their reviewer ticket at 'will call' prior to the start of the show.

Cowichan Valley Event Calendar Listings

Free Event Calendar Listings are available on the following sites:

[Cowichan Culture](#)

[Times Colonist Event Calendar](#)

[Duncan Chamber Of Commerce](#)

[Harbour Living](#)

[What's On Digest](#)

[Cowichan Valley Citizen Event](#)

[Chek News Events](#)

[Juice FM](#)

[Calendar](#)

[VancouverIsland.com](#)

Print Production and Graphic Design Services

Printcraft is a local print house that services CPAC. They offer graphic design services and print production for printing of all sizes.

For poster printing—we recommend 11" x 17" posters for distribution around the Cowichan Valley. CPAC requires 11" x 17" posters for poster display within our building.

Contact Printcraft at 250-746-6191 or via email sales@printcraft.ca or you can download your graphics directly and pay online at www.printcraft.ca/get-a-quote—simply request to have the posters dropped off to CPAC Marketing Department.

Vancouver Island Radio & TV Advertising

Please contact Janelle Escott at Janelle.Escott@cvrd.bc.ca to receive a comprehensive media list

Vancouver Island Print Advertising

Please contact Janelle Escott at Janelle.Escott@cvrd.bc.ca to receive a comprehensive media list

