

OFF WEST END – MARKETING OPPORTUNITIES



ESHOTS / INTERVIEWS / BANNER AD

ESHOT

The mailing list is currently around 10K. We can provide statistics on views and clicks – views are currently around 150-200 per 1000 emails, and clicks range from 200-600 per 1000 views. We cannot track conversions to ticket sales – though some clients set up a special bookings link so they can track how many book via the link given on the eshot.

For the actual eshot, we need copy that includes:

Header line for the email – to entice the recipient to read more (but not be too long)

Title of play / musical / etc (only if this is not clear from the header)

Venue

Descriptive Copy, which can include:

- author(s) including, if appropriate, writers of lyrics/music
- description - which can include part of a review and a star rating, if this has happened, or from a recent production by this writer / company / venue, if relevant

Practical Info:

- dates and times
- ticket prices including discounts
- the URL for the webpage where people can buy tickets

An image (picture or logo) in **jpeg format**, which must be **no larger than 1MB**.

Once you send the above, we will prepare the eshot and send a preview for checking. Following any amendments, it will then be sent out on the agreed date.

We can send an eshot as far in advance of your show as you wish – we do offer a package of 3 so that one can be sent 6 weeks in advance, one 2-3 weeks in advance and then one after the reviews are out, so extracts of these can be included in that eshot. If you are interested in an eshot, contact us with your proposed dates and we will check these and let you know availability.

The current pricing schedule for eshots is as follows:

- Standard Price: **£80 (less £10 if paid in advance of the eshot)**
- Price for an eshot for a show at an OffWestEnd venue: **£70 (less £10 if paid in advance)**

- Price for 3 eshots: **£180 (£60 each) / £150 (£50 each)** if paid in advance (of the first one)

INTERVIEWS

These are accessed from a link on the OffWestEnd homepage and we offer either:

- A **9 question interview** where we provide a template of standard questions (for an actor, writer or director) – the cost here is £36, or £30 if paid in advance.
- A **more personalised interview** with one of our freelance journalists, Lauren Gauge. The fee here is £60, paid directly to Lauren, and we will put you in direct contact with Lauren to arrange this.

HOME PAGE BANNER (HPB)

The Home Page banner is **the first thing people see** when they come to our website. It's big, it's bold and it's out there. Up to 5 of these appear at any one time, which display in rotation. These flash banners are one of the most popular ways of advertising shows. You need to submit the image for this, which needs to be a jpeg, sized 664x312. This image must contain all relevant info (e.g. venue, dates, times, URL). We recommend that you include a URL where people can book tickets – but please note that we cannot at present provide a hyperlink from these banner ads.

Here is an example of an HPB:



The cost for one of these is currently **£60**.

*Please note that due to current technical limitations, these banners **do not display** on some laptops or on tablets / smartphones – we hope to have a new website in place by the end of 2018 which will address this issue.*

DISCOUNTS / PAYMENT

Note that if you go for more than one of the above options, we can offer a **further discount** on the total price. We will send you an invoice to be paid by bank transfer. Other payment options include paying online via PayPal or a credit card payment over the phone.