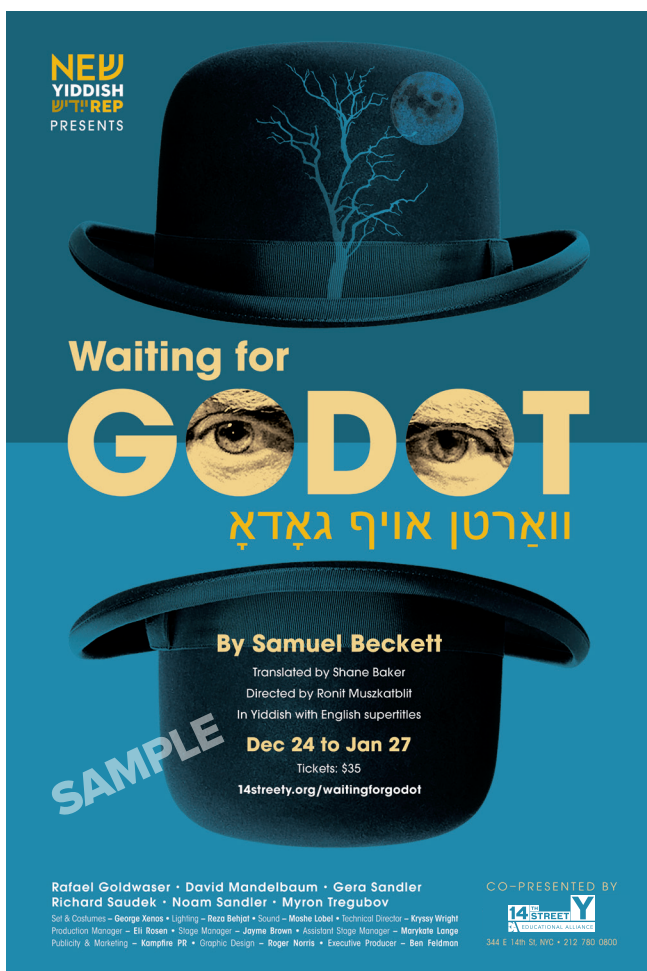


IN BUILDING UNITS

IN-BUILDING POSTER



DIMENSIONS: 24" (width) x 36" (height)
FILE TYPE: PDF

The posters must have the following copy **"Co-presented by the 14Y Theater"** and must include the correct 14Y logo. Poster printing is the responsibility of the production and at least 3 printed posters must be delivered to the 14Y, care of Jaci Hirschfeld, Senior Director of Marketing, Communications and Relationships.

NEEDED BY: At least 4 weeks prior to opening night

LOBBY SLIDE



DIMENSIONS: 3840 px (width) x 2160 px (height)
FILE TYPE: JPEG

The lobby slide must have the following copy: **"Co-presented by the 14Y Theater"** and must include the correct 14Y logo.

NEEDED BY: At least 4 weeks prior to opening night

Posters around the 14Y and the lobby slideshow are updated twice per month, usually around the 1st and 15th of the month. Files must be received and approved beforehand to make into the next rotation.

WEBSITE UNITS

HERO IMAGE FOR WEBSITE



DIMENSIONS: 1600 px (width) x 600 px (height)

FILE TYPE: JPEG or PNG

MAXIMUM FILE SIZE: 1 MB

Due to the responsiveness of the 14Y website, an image without copy works best for the homepage and other landing pages.

NEEDED BY: At least 4 weeks prior to opening night

TICKETING PAGE GRAPHIC



DIMENSIONS: 420 px (width) x 315 px (height)

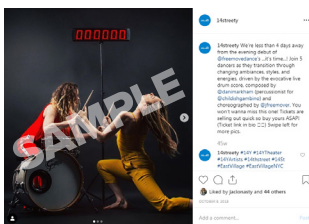
— our display system will not support any file with larger specifications

FILE TYPE: JPEG Max file size 500 KB

NEEDED BY: At least 6 weeks prior to opening night

SOCIAL MEDIA UNITS *(Please provide a minimum of 3 images)*

INSTAGRAM



SOCIAL SQUARE: 1080 x 1080 px

FILE TYPE: JPEG or PNG

MAXIMUM FILE SIZE: 4 GB

NEEDED BY: At least 4 weeks prior to opening night

TWITTER



TWITTER

IN-STREAM PHOTO:

Minimum 440 x 220 px (2:1 Ratio); Maximum to appear expanded 1024 x 512 px.

FILE TYPE: JPEG or PNG

MAXIMUM FILE SIZE: 5 MB

for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.

NEEDED BY: At least 4 weeks prior to opening night

FACEBOOK

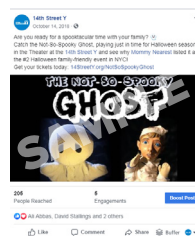


IMAGE (SHARED OR LINK):

1200 px (W) x 630 px (H)

FILE TYPE: JPEG or PNG

NEEDED BY: At least 4 weeks prior to opening night

14Y RESOURCES

BLUE 14Y LOGO: 14StreetY.org/14Ylogo-blue

WHITE 14Y LOGO: 14StreetY.org/14Ylogo-white

Digital assets should be uploaded to your Shared Partner Folders.

If you have any issues, please contact Lindsey Hope Pearlman, Interim Theater Manager, at LPearlman@14streety.org or 646-395-4302.

All file names should include: production name and file type (such as facebook, hero image, or lobby slide)