

1. HOMEPAGE BANNER (DESKTOP 1920 x 600px)

The banner **MUST MEET** the requirements listed below to appear on the homepage.

A good and bad example on the following page.



- 1920 x 600 px, JPEG, 72 DPI.
- The banner **must contain only** the name of the event and a visual. There can be no date, sponsor logos, etc.
- The banner uploaded to the website will be cropped by 230px on the sides.
- No text is allowed beneath the website buttons, event date, or green dots.

Good example



Enough space has been left around the edges.



Result.

Bad example



Not enough space around the edges.

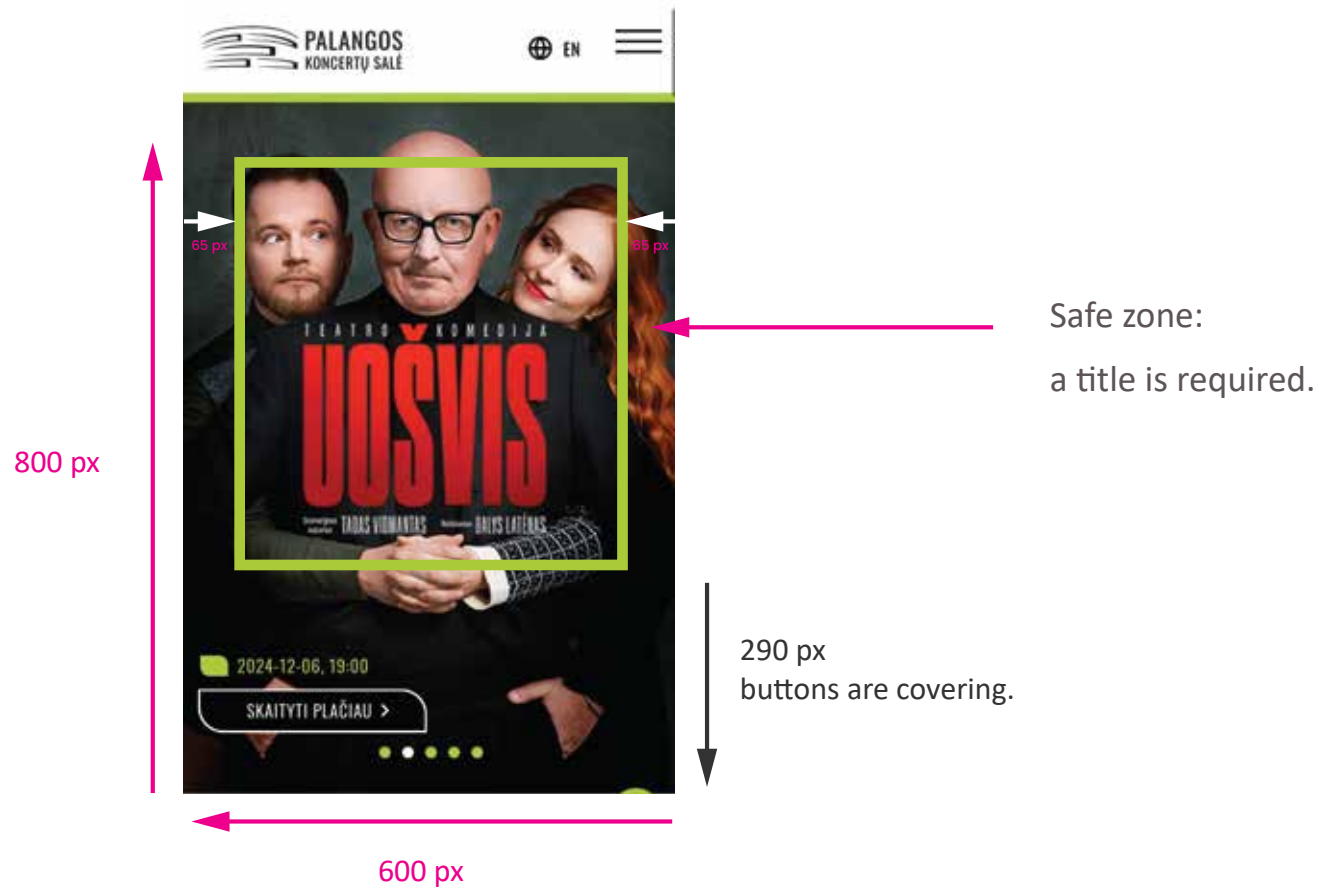


The result is that the logo and text are cut off.

- Important information **must not be placed too close to the edges**, as it will be cut off.

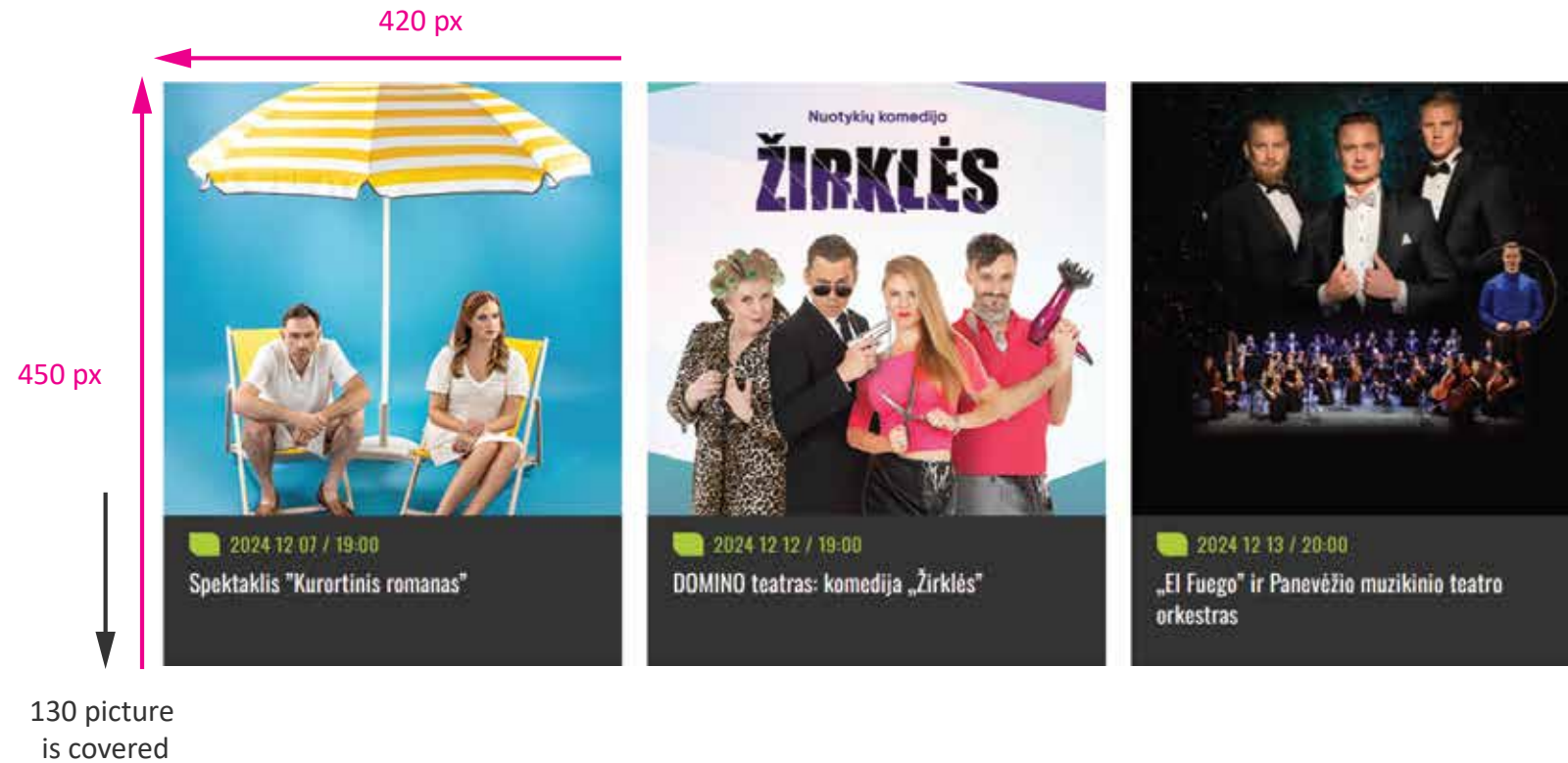
2. HOMEPAGE BANNER (MOBILE 600 X 800PX)

The banner **MUST MEET** the requirements listed below to appear on the homepage.



- 600 x 800 px, JPEG, 72 DPI.
- The banner **must contain** only the name of the event and a visual. There can be no date, sponsor logos, etc.
- Important information **must not be placed** too close to the edges, as it will be cut off.
- No text is allowed beneath the website buttons, event date, or green dots.

3. EVENT LIST BANNER (420 X 450PX)



- 420 x 450 px, JPEG, 72 DPI.
- The name of the event is not necessary in this banner. There can be no date, sponsor logos, etc.

4. EVENT PAGE BANNER (610 X 494PX)

The banner displays the title "Teatro komedija „Uošvis“" and a central image of three actors. To the right, event details are provided:

- Event date:** 2024 12 06 (penktadienis)
- Profile:** 19:00 val.
- Doors open:** 18:00 val.
- Duration:** 1 val. 30 min.
- Refund:** ne
- Recommended age:** nuo 15 metų
- Not allowed:** netalimos
- Violence:** vaikui įleidžiami nemokamai: ne
- Organizer:** UAB „Vokalo filmai“

At the bottom, the ticket price is listed as 17.99 - 41.99 € with a "PIRKTI BILETĄ" button.

494 px

610 px

- 610 x 494px, 72 DPI, JPEG.
- Relevant event information may be included in this banner, but we advise against excessive details..

OTHER NECESSARY MATERIALS

Banners (required):

- **Facebook event cover:** Once tickets go on sale, please create a Facebook event immediately and add Palangos koncertų salė as a co-host.
- **Repertoire photo:** 3000 x 2000 px, TIF or PDF (without dates or logos—just the photo, the event name may be included).
- **Social networks:** 1080 x 1350 px (4:5) and 1080 x 1920 px static design.

Video (required):

- **Video for TV screens** (shown during other events): 1920 x 1080 px, 10 seconds, MP2 or MOV.
No sound, no sponsors, no other tour dates (adapted only for the date in Palangos koncertų salė).
- **Video for Social networks** 1080 x 1920 px for reels and stories.

Extra:

- Articles, invitations for performers to attend the event, tags on Instagram (@palangoskoncertusale).

RECOMMENDATIONS FOR MARKETING

- Promote the event on and around the Palanga Concert Hall building, in the foyer, and on LCD screens. Also organize promotional activations during other events. **Contact:** edita.rimke@svyturioarena.lt
- Promote the event on the Palanga Concert Hall website: in the main banner position, using pop-up functions, on social media, in the Facebook page cover, etc. **Contact:** rinkodara@svyturioarena.lt
- Distribute event information and promotional posters throughout the city of Palanga, including information stands (Palanga Tourist Information Center).
- Promote the event through regional channels: the newspaper “Palangos tiltas,” daily newspapers “Vakarų ekspresas” and “Klaipėda,” online portals “Atvira Klaipėda” and “Klaipėda aš su tavim,” as well as the radio station “Laluna.”
- Actively promote the event through national distribution channels.
- Upload the event to the EVENTS sections of the portals “Klaipėda aš su tavim,” “Mzirafos.lt,” and “Kaveikti.lt.”
- Actively promote the event on social media (communicate frequently, share the event in Facebook groups, run paid advertising).