

Ponteland Memorial Hall

Publicity Guidelines for Hirers

March 2024



Ponteland Memorial Hall

Ponteland Memorial Hall has been at the centre of Ponteland community life for over 100 years. With stage, catering kitchen, licensed bar, dance and exercise studio, car parking and a capacity up to 300 it is the ideal venue for all events including weddings, parties, conferences, dances, performing arts, markets and fairs, festivals, award ceremonies and much more.

Ponteland Memorial Hall is a Charity run by volunteer trustees for the community of Ponteland. Its status is a Charitable Incorporated Organization and registered with the Charity Commission 1188263.

Contacts

Ponteland Memorial Hall, Darras Road, Ponteland, Newcastle upon Tyne, NE20 9NX

Condensed to ***Ponteland Memorial Hall*** on publicity

01661 822603

info@pontelandmemorialhall.com

www.pontelandmemorialhall.com

<https://www.facebook.com/PontelandMemorialHall>

<https://www.instagram.com/pontelandmemorialhall/>

<https://twitter.com/PontMemHall>

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Production and Distribution

All costs related to design and production of publicity material is the responsibility of the hirer.

At their sole discretion, which may be withdrawn without notice, the Trustees may:

- repost on social media
- place notices on the LED Display Banner at the front of the Hall
- place notices on the Hall's website
- include events on "upcoming events" listings for the Hall
- may permit A4/A5 posters to be placed in the Hall but **ONLY** in designated notice boards.

Publicity promoting events held at other venues are not permitted in the Hall.

Specific permission is required from the Trustees for banners, flags etc to be positioned in the grounds outside the Hall.

Under no circumstances may promotional material be positioned around the War Memorial Obelisk or the surrounding area.

It is a condition of hire that all advertising for events at Ponteland Memorial Hall comply with:

- These publicity guidelines
- The Advertising Standards Authority Code for of Non-broadcast Direct and Promotional Marketing.

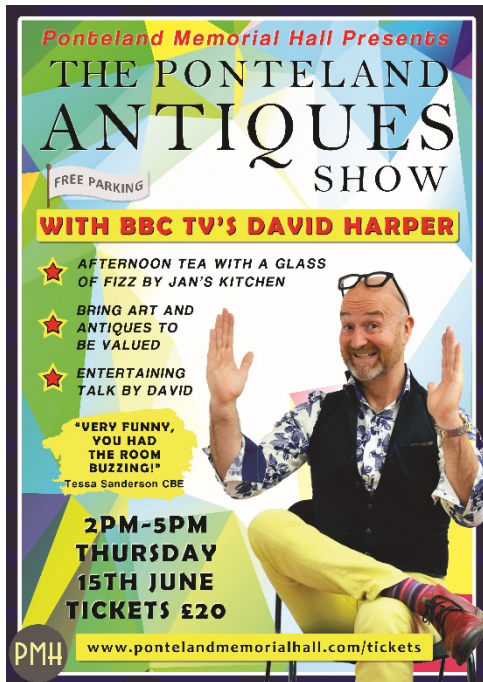


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1. A4/A5 Poster

Posters for the Regular Activities notice board must be A5 size.

Posters for the Upcoming Events notice board are best at A4 size.



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2. Website Banner



Size: 640 pixels (W) by 107 pixels (H)

Format: jpg

3. Website Page



Size: 2480 pixels (W) x 3508 (H)

Format: jpg

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4. LED Display Banner



Ratio: 6:1 (length x height)

Size: 1920 (W) pixels by 320 pixels (H) optimum, 480 pixels by 80 pixels minimum.

Format: jpg

Style: simple graphics, good colour contrast and not too much information.

5. Outside Banner



Specific permission is required from the Trustees for banners to be positioned in the grounds outside the Hall.