



2018 PARTNERSHIP PROGRAM POSTCARD GUIDELINES

WHY POSTCARDS?

Distributing postcards is a great way to promote your show. [Research](#) shows that because we live in such a digital world where our inboxes are overloaded daily, people continue to trust items that come in the mail.

You are responsible for the production and distribution costs for your postcards. Production costs include graphic designer and printing fees. Distribution costs can include postage, mailing house costs and street team fee, depending on how you choose to distribute.

Here are some things to keep in mind when producing your postcards:

TIMELINE

For best return on your investment (ROI), following is a timeline to guide you:

- 12 weeks before your event:
- Hire a graphic designer. Send them copy and images that represent your show.
 - Get your mailing lists together (how many postcards will you need to print?). The Ford provides lists for free. Are there co-promotional opportunities, i.e., list swaps with other producers or organizations?
- 8 weeks before your event:
- Send the final artwork to the printer.
 - Contact the mailing house to arrange for the mailing – send mailing lists and postage payment in advance.
 - Get your street team in place (either paid or volunteers)
- 6 weeks before your event:
- Send the postcard out in the mail.
 - Give the extra postcards to the street team for distribution.
 - Bring 500-750 postcards to the Ford for the postcard rack.
 - Are there any other organizations you can provide postcards to who would be interested in your show?

GRAPHIC DESIGN

The Ford has created a postcard design template in order to create unity among the shows being presented under the Ford Theatres 2018 Season umbrella. You are not required to use the template. If you do not use the template, you are required to use the branding strip, which can be found in the Artist Workbook [here](#). Feel free to email communications@ford.lacounty.gov for graphic designer recommendations.

The Ford has also created a design for the back of the postcard. This includes information on where the theatre is and how to buy tickets. If you are planning to mail your cards using the Ford's mailing house/nonprofit status (through the Ford Theatre Foundation), it is required that you use this design. The

design has been created to allow for flexibility with regard to your overall look. Email communications@ford.lacounty.gov to have the Adobe InDesign file sent to you or your printer.

Note about fonts: If you are using the template, but are hiring your own designer, please note that the main font family (Din) used in the template is not a free font. While you are not required to purchase Din, we request that you please use the alternative free font family called Roboto.

POSTCARD CONTENT

The purpose of a postcard is to entice the reader to want to attend your show. It should drive the reader to your website/your FordTheatres.org web page. It should include a catchy call to action to buy tickets. It does not need to include every bit of information about your show – less is more. It also serves as a reminder once tickets have been purchased.

It is recommended that you include the following on your postcards:

- One bold compelling image/graphic that represents your show
- Show title
- Short description, tagline or call to action. This is especially important if your show title is esoteric (e.g., *Windy Caverns*); it is not as important for shows with such titles as *Lucille Barker in Concert*.
- Date and time
- Organization and/or sponsor logos

It is **not** recommended that you include the following on your postcards:

- Pricing—those who are interested in coming to your show will go to the website
- More than one image—too many images make the postcard busy and confusing
- More than six logos—too many logos make the postcard busy and cramped

When you have a draft of your postcard that you are happy with, send it to Kim Glann for review, so she can ensure the postcard meets the Ford’s requirements. ***Per your Ford Theatres Licensing Agreement, no Artists Partnership Program event postcard should be printed without first getting approval from Ford staff.***

PRINTING

The printing company you choose to print your postcards **is your choice**. Next Day Flyers is a fast, affordable option. You create an account and upload your postcard design online by going here:

<http://www.nextdayflyers.com/>

Recommended printing specs:

Size: 4”x 9” (on Next Day Flyers this is their “Rack Card” product; this fits in the Ford’s postcard rack)

Paper: 14 pt. cardstock

Coating: Glossy front only (UV front / No UV back)

Color: 4/4 (full color front and back)

GotPrint.com is also a fast, affordable option for printing postcards: <http://www.gotprint.com/home.html>

MAILING HOUSE

You can use the mailing house of your choice or use KES Mail, which is the Ford’s mailing house.

It is recommended that you be in touch with a mailing house **at least two months** before your event to make arrangements.

If you'd like to use KES Mail, please see the [Mailing Instructions](#) and [KES Mail Order Form](#) in the Marketing & Public Relations section of the Artist Workbook for more information.

Payment for postage must be received by the mailing house before the mailing can go out.

Ford staff have provided lists of Ford ticket buyers by discipline and cultural categories (i.e. dance, hip-hop, spoken word, Latino music, etc.) to KES Mail; these are available to you free of charge for your postcard mailing. KES Mail will eliminate duplicates to save you postage.

To see a full breakdown of all lists from 2016 and 2017, go to [Ticket Buyers Breakdown by Discipline](#) in the Marketing & Public Relations section of the Artist Workbook.

OTHER DISTRIBUTION

In addition to mailing, other avenues for using your postcards to market your event include giving them to your artists to distribute to their friends and family, distributing to coffee shops and lobbies of performance venues, etc., distributing the cards to targeted groups for potential group sales, and handing them out to audiences after other performances (with permission from the producer).

Make sure to send at least 500-750 postcards to Kim Kandel for placement in the Ford's postcard racks. Please send or drop off to the Ford: 2580 Cahuenga Blvd. East, Hollywood, CA 90068.