



# Museum of Comedy

## Marketing Information

For Visiting Companies



## Contact Details

The Museum is a busy independent venue, with a small but dedicated team, and we really want to sell your show. We've got a variety of ways you can help us to help you – but do get in touch with us with any questions.

For Marketing & Social Media please contact  
Enquiries about ticketing should be directed to

[marketing@museumofcomedy.com](mailto:marketing@museumofcomedy.com)

[boxoffice@museumofcomedy.com](mailto:boxoffice@museumofcomedy.com)

## What We Will Need From You

- Social media handles – Facebook, Twitter and Instagram if you have them
- Assets – any video, press coverage and anything else that you think sells your show
- Print – see below for guidelines

## What We Do For You

- Listings on the venue website at [www.museumofcomedy.com](http://www.museumofcomedy.com)
- Newsletter inclusions to Museum mailing list of 8k+
- Inclusion on front of house screens
- Inclusion on monthly venue posters and A-boards\*
- Automated listings on partner websites including Ents24 and The List
- Social media posts with personalised links and graphics for your show




\*subject to show being confirmed and information provided prior to print deadlines



## Other Things You Can Do To Sell Your Show

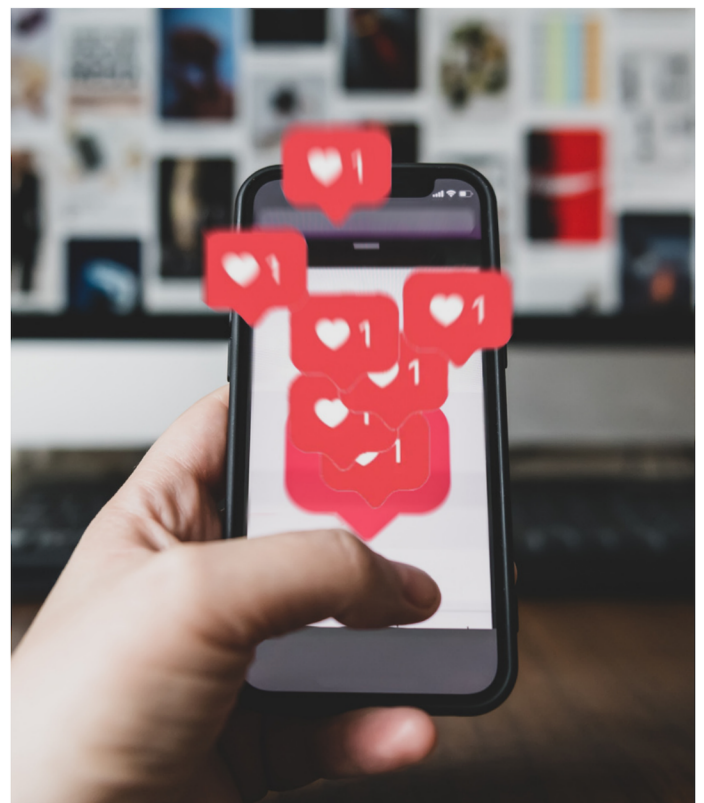
- Facebook Event – create an event and request co-hosting access for the Museum
- Facebook Advertising – we create our own sponsored ad on Meta platforms regularly, but at your request we can create your own personalised ad on the Museum’s pages and recharge on your settlement
- Make sure you’re listed on appropriate listings sites for your show
- Ents24 sell really well for us – they have a ‘boost’ function for you to easily buy small amounts of advertising
- Chortle is also a great resource for comedy listings in London - you can submit your event through their website for free, and contact them to boost the listing to their front pages
- Submit a You tube link to us with a clip or trailer that we can add to our booking page

## Our Social Media Channels

-  [twitter.com/museumofcomedy](https://twitter.com/museumofcomedy)
-  [facebook.com/museumofcomedy](https://facebook.com/museumofcomedy)
-  [instagram.com/museum\\_of\\_comedy](https://instagram.com/museum_of_comedy)

While we do have placeholder profiles under ‘Museum of Comedy’ on some newer Social Media sites and apps, we are currently focussed on these three!

We will try to retweet etc. as much as possible, and any extra content you can send to us would be a great help - but please be aware that our social media notifications are not monitored 24/7





## Print Advertising

Please use the Museum of Comedy logo on all promotional material. Do not distort, crop or change the colour or appearance of the logo in any way.

We have a variety of formats of logo and a lock up panel available to download from our website:

<https://www.museumofcomedy.com/venue/marketing-information/>

Our house font for printed material is Gill Sans.

### Overprint Detail

Box Office 020 7534 1744 |

[www.museumofcomedy.com](http://www.museumofcomedy.com)

The Undercroft, St George's Church,  
Bloomsbury Way, London, WC1A 2SR

If you are mentioning specific ticket prices on any publicity material the words 'Booking Fees Apply' must also be included to comply with ASA regulations. This should be in a smaller font than other elements.

### General Design

We use display frames for posters at the Museum – please make sure any critical elements including text and logos are at least 15mm from the edge of the design.

### Print Quantities

1 night 3 nights+

2 x A3 Posters 2 x A1 Laminated Posters

5 x A3 Posters

We have moved away from having leaflets in the venue due to the volume of wastage, we have lots of poster positions as well as shows appearing on our in-house screens. We rotate these so please supply as early as possible.

For long runs or to discuss specific print requirements, please contact us.

And please do send proofs to prior to print, just so we can make sure everything's in the right place!

[marketing@museumofcomedy.com](mailto:marketing@museumofcomedy.com)



## Deliveries

Please deliver all print to:

Museum of Comedy  
The Undercroft  
St George's Church  
Bloomsbury Way  
London  
WC1A 2SR.

Please arrange all print deliveries between the hours of 10am and 5pm.



## Assets

### Images

You should have already sent over an image for website use, but if you need to change it, please supply in the spec below:

Portrait image: 500px (w) x 665px (h),  
Format: JPEG

For marketing use, and for press requests if we get them please provide a high-res image JPEG larger than 1MB, and include a photo credit in the filename where appropriate.

### Video

If you have YouTube links to trailers or other footage, these are great for us to host on your show page Raw video files are best for direct hosting on social media, but we're happy to use YouTube links at a pinch

### Anything Else

If you're appearing on the television, have just been reviewed, or have written something interesting – do send it on! We'd love to get it out on social media.