



## A Quick Guide to ADC Publicity

Congratulations on being selected to design publicity for an upcoming show! The following guide is designed to give a brief overview of the requirements of publicity for a show at the ADC Theatre or Corpus Playroom. For more detailed information, including guidance on the role of a show publicist, and details about how to make a good publicity design, please consult the Publicity Guide (available at [www.adctheatre.com/production/guides-and-handbooks/](http://www.adctheatre.com/production/guides-and-handbooks/)).

### Artificial Intelligence

The ADC Theatre does not permit the use of Artificial Intelligence to generate images to be used in show publicity. This includes posters and flyers, your website image, and images used in production team recruitment. If you have an artistic justification for using AI to produce publicity images (for example, your show is about Artificial Intelligence), please contact the Production Manager in advance to seek approval of this.

We understand that it can be tricky to parse whether a royalty-free image you have found online may have been created with AI, so here are some methods of finding images whilst avoiding AI:

- Searching for images before a certain date can reduce the amount of AI results (e.g. adding “Before 2022” to a search)
- The British Library has an online images collection which can be used commercially as long as appropriate credits are given (<https://www.imagesonline.bl.uk/>)
- Many of NASA’s images are in the public domain and available for commercial use in line with their guidance (<https://www.nasa.gov/nasa-brand-center/images-and-media/>)
- Unsplash has a section for non-copyrighted images, and their policies prohibit images where AI was involved in their generation (<https://unsplash.com/images/stock/non-copyrighted>)

Please note that you will still need to make sure that any images you are using are royalty free!

### Printed publicity

**All printed publicity must be sent to the Production Manager ([production@adctheatre.com](mailto:production@adctheatre.com)) for approval before they can be sent to print.** Funding bodies also usually require that they get to see and approve your poster before it gets sent to print, so it is often worth sending it to them first, then across to the ADC for a final look-over. Amongst other things, reasons we check your publicity first include:

- Making sure that it meets our standardised formatting rules
- Checking for spelling errors
- Making sure that you’ve selected the poster banner for the correct show
- Making suggestions for tweaks which may improve the effectiveness of your poster
- Making sure that information required by your rights agreement is on your marketing, in the correct format
- Checking that your funding body logo is on the poster

### Poster Banner

All posters printed for a production must feature our standardised poster banner. This can be found on the Production Resources page of the ADC website ([www.adctheatre.com/productionresources](http://www.adctheatre.com/productionresources)).

#### Requirements for the banner:

- The banner must be at the bottom of your poster
  - The banner cannot be resized
  - You may change the colour of the banner, providing that it is still easily legible on the poster
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The easiest way to avoid any issues regarding the banner being non-standard is to make sure your poster design is already in A1 dimensions (594x841mm) before dragging and dropping the design on. If your design is in the correct dimensions, the banner will automatically place exactly where it needs to be!

### Poster sizes

Posters you intend to put up around town (e.g. on the railings) **must be A3**, to fit with council regulations. The posters that ADC staff will put up at our venues are always A1 in size, hence why we require an A1 version of the poster to be sent to us.

### Flyers

A lot of shows have found that producing flyers has been effective at boosting their sales. In order for your flyers to be permitted to be displayed at the ADC Theatre and Corpus Playroom, they must meet the following requirements:

- Flyers must be A6 in size
- Flyers must be a minimum of 250gsm in thickness (we recommend 350gsm)
- Flyers must have been approved by the Production Manager

### Programmes

Any programmes (both paper and digital) must be sent to the Production Manager. Both will need to be proofread and approved before they are made available to the public. For digital programmes, it is the Production Manager who makes these accessible to the public, so a PDF version of the finalised programme will need sending across ahead of opening night to set up the digital programme.

There is a required programme blurb for both the ADC Theatre and the Corpus Playroom. The PDF versions can be downloaded from the Production Resources page of the ADC website. **No programme will be allowed to be displayed or put on sale at our venues without this blurb.**

Common feedback on programmes (beyond catching typos) includes:

- Particularly for printed programmes, making sure that the text is not too close to the edge of the page, as this may clip off in printing
  - Amending inconsistencies with layout
  - Ensuring that the programme information required for your venue is in the programme
  - Recommending that college information be removed from people's biographies (this is ultimately a personal choice, but it's worth remembering that **stating which college you are at is essentially telling people where you live**; and one cannot know who will be buying a programme).
  - Suggesting that certain colour choices (x colour text on y colour background) be reconsidered for increased legibility – either because the shades are very similar, or because they may appear to be so for someone with colour-blindness.
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## Rights agreements

If your show is licensed (basically anything that isn't new student writing), there are almost always stipulations from the Rightsholders regarding information which must be on all printed publicity. If you are designing the publicity for a show that needed to buy rights, it is easiest if you ask whoever applied for the show (the Director or Producer) to send across a copy of the rights agreement so that you can bear these limitations in mind throughout the design process. The Production Manager would also be able to send a copy of your rights agreement across if needed. Standard things to see on such agreements include:

- Stipulations about where the author's name must appear
- Stipulations about the size of the author's name (this tends to have to be at least a minimum of 50% the size of the title)
- A sentence expressing which company has granted the permission for you to stage the performance, and what size this needs to be (the exact sentence that must be used will be in the agreement)
- If anyone other than the author's name is going to appear on the publicity, stipulations about where this can occur and the sizing of this name

Unless your show has been provided with logos etc. by the licensing body, do not assume that you will be able to use any iconic fonts/ logos etc. associated with the show in your marketing materials.

## Printing publicity

The ADC Theatre will print your A1 posters (the ones that go up around the Box Offices and the ADC Bar) in-house. For A3 posters and flyers, there are options for printing.

### Recommended supplier: Printerbello

The ADC uses Printerbello for our publicity printing – if you order your posters/ flyers etc. through us, they will be printed by Printerbello. For information about the cost of printing with our provider, please email the Production Manager.

### Other avenues

It is also absolutely fine to print your posters / flyers with other providers. Many productions use online printing companies, like VistaPrint or Instant Print, to supply their paper publicity. The University Reprographics Centre is also an option for members of the University of Cambridge.

### ADC Website

Shows are encouraged to update the images on the ADC website as soon as they have created their show graphics (e.g., their poster). Website images need to work cropped to both 4:3 (900px x 675px) AND 3:2 (900px x 600 px) dimensions and **must not have text on them**.

The Producer Feed and Blog Post features of the ADC website are also well worth thinking about in terms of generating excitement and intrigue for your show for anyone who is browsing on our website! You can send content for the Producer Feed to the Production Manager, and Blog content to the Theatre Manager.





## Social Media and the ADC

You do not need to show the Production Manager social media content that you put out, but please treat it sensibly and in line with the rest of your approved publicity. Most social media content will be on your show's own accounts, but you may also wish to have some material about the show shared on the main ADC Instagram account.

The ADC social media is run by the management team and is used to advertise all upcoming shows and will do some dedicated posts for all shows: if nothing else, this will be the poster. You are welcome to tag the ADC account on whatever you would like, and we will repost to stories where applicable. We may also 'collaborate' on grid posts, but we cannot accept all requests. When requesting collaboration, consider:

- how busy our own grid is
- making sure we're advertising as many shows as possible
- the 'tone' of the post and whether it is outward facing enough

We also recommend formatting the caption of grid posts like the ADC account does for continuity. See the below example:

- <ticket emoji> [www.adctheatre.com/littlewomen](http://www.adctheatre.com/littlewomen)
- <calendar emoji> 03 - 07 March 2026, 7.45PM & 07 March, 2.30PM
- <map pin emoji> ADC Theatre
- <camera emoji> @paul\_the\_ashley

Alternatively, you can send content directly to the ADC to be posted. This could be rehearsal photos, interviews, fun graphics etc. We are unlikely to share cast/crew reveals. Please upload this to the Show Paperwork drive, then speak to the Production Manager.

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