



# WESTBETH PUBLICITY

## Print & Digital Guidelines

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### **BLOUIN GALLERY GUIDE**

WestbethGallery@gmail.com

- .jpg (for digital version)
- 10 lines of copy
- 43 characters per line

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### **WESTBETH WEBSITE**

WestbethWebsite@gmail.com

- 800 pixels wide .jpg

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### **PRESS RELEASE**

WestbethWebsite@gmail.com

- Single Page, black & white

WestbethPublicity@gmail.com

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### **Digital and Printed FLYER FOR ELEVATOR/ LOBBY MONITOR/WEB**

- 8.5" wide x 11" high
- **MUST** use Westbeth logo & website
- 300dpi .jpg
- 10 printed color copies

Send 10 printed copies to  
(or hand deliver):  
WARC  
ATTN: Publicity Chair  
55 Bethune Street, NY NY, 10014

Send digital files to:  
WestbethWebsite@gmail.com  
WestbethPublicity@gmail.com

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### **LARGE FORMAT FLYERS**

- 11" wide x 17" high
- 2 printed color copies

Send 2 copies to (or hand deliver):  
WARC  
55 Bethune Street, NY NY 10014  
ATTN: Publicity Chair

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### **OUTDOOR POSTER**

WarcPresident@gmail.com

- 34" wide, 44" high
- add .5" bleed on all sides **PLUS** crops
- final image size: 35" x 45"
- 300 dpi actual size for artwork
- pdf file format
- **MUST** use Westbeth Logo & website

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### **NEIGHBORHOOD DIGITAL DISPLAYS**

WarcPresident@gmail.com

#### Monitor Images

- 1400 pixels (h) x 2400 pixels (w)
- RGB .jpg

#### Monitor videos

- 15 seconds (no audio) MP4 filw
  - 1920 wide x 1080 high dimension
  - <15MB size
  - Max bit rate 40 mb/s
  - 23 fps frame rate
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## **TIMELINE: Information to publicize your show:**

### **Eight Weeks Before Your Show**

Always before the 15th of that month you will receive an e-mail from us asking for information for the Blouin Gallery Guide. It will be the title, short description, opening date and days and times you are open. Gallery Guide has strict deadlines, failure to respond will forfeit your listing.

### **Six Weeks Before Your Opening Date**

E-mail to publicity and our website (see addresses below) the following: your completed press release. It should include the days and time you are open. You can do longer hours or additional days but the minimum is Wed to Sun 1 to 6 pm. Your digitally created show poster with an image of one of the works so we can include it on our website. **You must include the Westbeth Logo, the website and Westbeth Gallery.** Visuals, like a poster, always grab attention. Large group shows, with 30 names of artists visually clutter up a poster. **Simple** is better than complicated and cluttered.

Can I look at the poster and quickly see...

**Whose** show it is? **When** is it? **Where** is it?

**Hours of the gallery?**

**Opening date and hours?**

### **Four Weeks Before Your Opening Date**

We have added **Outdoor Weatherproof Posters** as a part of a new advertising initiative. It is an opportunity to advertise on a larger scale on outside walls of Westbeth's building. These outdoor posters are 34" wide x 44" high, approximately four times larger.

They cost hundreds of dollars that Westbeth will pay. The artwork has to be high resolution 300dpi at actual size 34" x 44", with 1/2" bleed all around and crop marks.

For the **Westbeth Logo (which needs to be on all your signage)** we have attached a file.

I have included Roger Braimon, WARC's President on this e-mail. He is our contact who can answer technical questions regarding the large posters. For Monitor and Video Specifications see the "Print and Digital Guidelines".

## **YOU WILL FIND ALL DETAILS OF SPECIFICATIONS ON OUR FORM "PRINT AND DIGITAL GUIDELINES."**

**Two Weeks Before Your Opening Date** We will need color flyers of your show posters for elevators and bulletin boards. 10 of them at 8 ½" wide by 11" high and 2 should be 11" wide by 17" high. **Westbeth Logo (which needs to be on all your signage)** we have attached a file. The flyers send to WARC, 55 Bethune Street, NYC 10014, Att: Samantha Hall

### **One Week Before Your Opening Date**

We will send you an e-mail to make arrangements to meet with Jane Klein, our in-house facilities person in the gallery. She will go over your load in / load out and the operation of the gallery. Arrange a date and time to meet with Jane.

When you send the PR materials (press release, posters, etc) please send all of it to the following addresses:

[westbethpublicity@gmail.com](mailto:westbethpublicity@gmail.com)

[westbethwebsite@gmail.com](mailto:westbethwebsite@gmail.com)

[westbethgallery@gmail.com](mailto:westbethgallery@gmail.com)

[warcpresident@gmail.com](mailto:warcpresident@gmail.com)

**Visit our website [westbeth.org](http://westbeth.org) where you will find Westbeth Gallery Guidelines with helpful information including a layout of Westbeth Gallery space.**