Z-PAC Theatre

v1.0

Director Artwork Guide

What artwork to give us, and in what sizes · v1.0, 30 Oct 2026

Directors are responsible for organising all of the show's artwork, either making it yourself or arranging a designer. Give your designer this guide. **Everything in this guide is required, except corflutes, which are optional. Upload every file using the upload link in your welcome email from Promotions.** Questions? Contact Promotions at promotions@zpactheatre.com.au. Promotions arranges professional printing and puts your artwork on the website, ticketing and social media. **Two versions:** the website and social artwork is needed twice, once with the audition date clearly shown and once without it (we use the audition version until auditions, then swap back).

Print sizes are checked against the banner and building-poster files Bush2Beach Printing has accepted (2025–26). Web sizes come from the new Z-PAC website.

1. Print artwork

Item	Size in mm	Size in pixels	File type and settings	Who it goes to
Front-of-theatre poster on the building, printed and installed professionally	Printed size: **1200 × 1800** (2:3) Supply at full size (or exactly 10%: 120 × 180)	At full size, 150–300 dpi: 7087 × 10630 px (150 dpi) to 14173 × 21260 px (300 dpi)	**Flattened print PDF**, CMYK. Vector artwork preferred. No bleed needed (past posters were supplied at exactly 1200 × 1800).	Bush2Beach Printing (Tony), via Promotions
Esplanade banner printed and installed by Bush2Beach	Finished size: **3000 × 1000** (3 m wide × 1 m high) With bleed: **3040 × 1040** (20 mm each side)	At full size, 100–150 dpi: 11969 × 4094 px (100 dpi)	**Flattened print PDF** at full size, with a trim box set at 3000 × 1000. CMYK. Vector artwork preferred. Big, simple text: it's read from the road.	Bush2Beach Printing (Tony), via Promotions. Tony installs it.
A3 poster shops, cafés, libraries	297 × 420	At 300 dpi: 3508 × 4961 px	Flattened PDF (or JPG). Images 300 dpi. No bleed needed. Keep text 10 mm in from the edge.	Promotions. Printed in-house (A3, A4 and A5 from the same file).
Programme A4 printed both sides, folded in half to A5 (4 pages)	Flat sheet: 297 × 210 (A4 landscape), two sides Each page: 148 × 210 No bleed (not trimmed)	At 300 dpi: 3508 × 2480 px per side	Flattened print PDF of both sides. Images 300 dpi. **No bleed: it isn't trimmed.** Keep text 10 mm in from the edge. The director arranges the design.	Promotions. **Printed and folded in-house** on Z-PAC's printer, like the A3, A4 and A5 posters. **Due 2 weeks before opening night.**
Corflute signs (OPTIONAL) roadside and shopfront	Choose one size: **600 × 900** (2:3) or **900 × 1200** (3:4) With 5 mm bleed: 610 × 910 or 910 × 1210	At 300 dpi, with bleed: 7205 × 10748 px or 10748 × 14291 px	Flattened print PDF. CMYK. 600 × 900 can reuse the front-of-theatre poster artwork (same 2:3 shape). Tell us where you want eyelets (4 corners, or top-middle and bottom).	Write On Signs, ordered via Promotions. **Allow 2 weeks** from artwork approval. **If you choose corflutes, the director organises putting them up.**

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2. Website, ticketing and social artwork

Item	Size in mm	Size in pixels	File type and settings	Who it goes to
Website show banner top of the show page and home page	n/a (screen)	2560 × 1000 px max 350 KB	JPG, RGB. **Two versions: with and without the audition date.** The page crops to fit different screens, so keep the title and dates in the middle third.	Promotions (for the Z-PAC website)
Website poster (tall) **needed as soon as possible**	n/a (screen)	1000 × 1500 px (2:3) max 250 KB	JPG, RGB. Send a general version (no audition date) **as soon as possible**, even a simple one. Once your audition date is locked in, send the version with the audition date and we'll swap it in.	Promotions (website)
Humanitix event banner ticket page	n/a (screen)	3200 × 1600 px (2:1) max 10 MB	JPG or PNG, RGB. One version, without the audition date.	Promotions (ticketing)
Facebook event cover	n/a (screen)	1920 × 1005 px	JPG or PNG, RGB. **Two versions: with and without the audition date.**	Promotions (social media)
Facebook and Instagram square post	n/a (screen)	1080 × 1080 px (1:1)	JPG or PNG, RGB. **Two versions: with and without the audition date.**	Promotions
Instagram portrait post	n/a (screen)	1080 × 1350 px (4:5)	JPG or PNG, RGB. **Two versions: with and without the audition date.**	Promotions
Facebook and Instagram story	n/a (screen)	1080 × 1920 px (9:16)	JPG or PNG, RGB. **Two versions: with and without the audition date.** Keep text out of the top and bottom 250 px.	Promotions
We make these for you newsletter and online ads	n/a (screen)	Newsletter header 600 px wide · Facebook/Instagram ads 1080 × 1080 and 1080 × 1920 · Google ads 1200 × 628 and 1200 × 1200	Made by the Z-PAC team from your artwork and photos. You don't need to supply them.	Z-PAC team

Bleed

- Bleed = background and photos running **past the trim edge** on every side, so no white edge shows after cutting.
- Banner: **20 mm** on every side (3040 × 1040 mm file). Corflutes: **5 mm** on every side. The front-of-theatre poster is supplied at exactly 1200 × 1800 with no bleed.
- Not needed on anything printed in-house (A3, A4 and A5 posters and the programme are not trimmed) or on any web or social file.

Safe margins and colour

- Keep the title, dates, logo and ticket details **at least 10 mm inside the trim** (banner and building poster: at least 50 mm).
- **All print files must be flattened PDFs** (no layers, fonts outlined or embedded). Printers reject layered files.
- **CMYK** for print, **RGB** for screen. Print images at **300 dpi**.
- Logos: use the Z-PAC Theatre Brand Kit files, never retype them. Always write **Z-PAC Theatre**.
- Dates, times and prices must match the ticket page. We check everything before it's printed.

When and where

- **As soon as possible:** website poster (general version), plus your audition date, time and place, and your audition pack.
- **Once your audition date is locked in (ideally 6 weeks before auditions):** website poster and web and social artwork WITH the audition date.
- **By audition day:** web and social artwork WITHOUT the audition date, the Humanitix banner, the front-of-theatre poster and the Esplanade banner.
- **6 weeks before opening:** A3 posters printed and out around town. Corflutes (optional) up, ordered at least 2 weeks earlier.
- **2 weeks before opening:** programme (flattened print PDF).
- **Upload everything** using the link in your welcome email. Questions: promotions@zpactheatre.com.au.