Essential Elements of a Production Poster

Adapted from Theatre Marketing Tech Theatre Toolkit created by Brandon Goodman

- Commanding Image
  - Image or shape that pulls the eye to the poster
- Show Title
  - Always include the name of the show
- Theatre information
  - Date/time
  - Location
  - Where to purchase tickets
- Billing
  - Author, Composer, Publishing Company
    - These are often written into the contract agreement when licensing a show.
    - May not appear if a production is self-published/original or if the show is in public domain
  - Sponsor logo(s), if any.
- Where to find more information
  - Website, QR code, phone, etc.